

Supporters Summit - Status Update Log (25/07/23)



RAG Key

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| Amber | Work still underway to implement or in beginning stage of a phased roll-out |
| Green | Arranged, in place and project is active or work completed |
| Red | Can't implement for 23/24 season but will look for longer-term strategies/plans |
| Blue | Exploring or active but input actively being sought from supporters to enhance/develop |
| N.B | If green, still looking to improve/some points might be more than one RAG status |

| Department | Area | SSC | Ref. | Finding | Update Date | Status Update | RAG |
|------------|----------------------|----------|------|--|-------------|---|-------|
| Venue | Match Day Experience | Start | 001 | Tommy's open post-match | 25.07.23 | <ul style="list-style-type: none"> Tommy's will now be open to fans after the match (Supporter's Charter has been updated for the upcoming season detailing match day experience information) | Green |
| | | Continue | 002 | Develop food offering across the stadium to cater for all and healthier options | 25.07.23 | <ul style="list-style-type: none"> The venue team have reviewed food options in the closed stadium for across the stadium. For the 23/24 season there will be pies, hotdogs, & burgers available along with healthy options within the fanzone Food vendors at the Fanzone have also been reviewed to improve consistency and a wider range of offerings Notably, we have begun a new partnership with 'Food Hub' to provide an enhanced, more accessible customer experience | Green |
| | | Continue | 003 | To go cashless but ensure offer available for those supporters who need bespoke access | 25.07.23 | <ul style="list-style-type: none"> We are going cashless across the ground but we are exploring an option for those who can only pay with cash for personal/accessibility reasons. Currently implementing an option for cash-based supporters to visit the shop to exchange for a card which can be topped up (this is in the testing phase). Hoping for an initial roll out at the beginning of the season as a pilot (anticipating improvements needing to be made once the system is in place) | Amber |
| | | Continue | 004 | Operational efficiencies around alcohol sales e.g., draft around the ground | 25.07.23 | <ul style="list-style-type: none"> Options are being explored and draft will be available in suitable areas for beginning of 23/24 season | Amber |
| | Stand Swap | Start | 005 | Keeping stadium open after the game for fans that want to stay | 25.07.23 | <ul style="list-style-type: none"> Tommy's will now be open to fans after the match (Supporter's Charter has been updated for the upcoming season detailing match day experience options) Hospitality lounges remain open post-match as per previous seasons with same timings) | Green |
| Media | Match Day Experience | Start | 006 | Using big screen and tannoy to build atmosphere | 25.07.23 | <ul style="list-style-type: none"> Big Screen utilisation is under development ready for the upcoming season and will include a range of footage designed on a match-by-match basis | Green |
| | Supporter Engagement | Start | 007 | Engaging wider workforce in podcasts, comms external messages, newsletters | 25.07.23 | <ul style="list-style-type: none"> This has been built in as part of the broader 'Communications Strategy' for the 23/24 season (material currently under development) | Amber |
| | | Start | 008 | Communicating more consistency with PVFC Supporters club and wider supporter groups | 25.07.23 | <ul style="list-style-type: none"> This has been built in as part of the broader 'Communications Strategy' for the 23/24 season (with contribution from Supporters Summit recommended improvements, etc which we will continue to seek) | Blue |
| | | Continue | 009 | Variety of Club / Football Forums and engaging fans in different ways | 25.07.23 | <ul style="list-style-type: none"> As above, Supporters Summit meeting taken place along with future, more regular focussed meetings to discuss and share on specific areas of the football club to maintain a constructive an open dialogue. This is happening but need further input from supporters to help develop what this looks like moving forward | Blue |

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| | <i>Wider Club</i> | Start | 010 | Celebrating successes of club, supporters and wider community more / shouting about improvements made | 25.07.23 | <ul style="list-style-type: none"> Media team are reviewing marketing beyond just social media (especially for those who can't or don't access it regularly). They have identified we need more emphasis on email communications and alternative communicative methods (but, as above, actively seeking input from supporters as part of building this to ensure it reflects what/how supporters want to engage with PVFC) | |
| Stadium | <i>Matchday Experience</i> | Start | 011 | Look at toilet facilities and improvements around these around the stadium | 25.07.23 | <ul style="list-style-type: none"> All supporter feedback on toilet facilities have been reviewed and consequentially a phased plan (both short and long term) is underway to improve conditions (with port a loos in the railway paddock for instance in the short term) | |
| | | Start | 012 | Clearer signage and maps around the ground | 25.07.23 | <ul style="list-style-type: none"> This is in hand and certain signage will be updated ready for the new season as part of a phased plan We will seek supporter feedback on what/where signage would be most beneficial around the ground to ensure maximum impact | |
| | | Continue | 013 | Look at queuing times and process around reducing this | 25.07.23 | <ul style="list-style-type: none"> Hoping changes to technology such as cashless will improve timings but in the high-traffic times, queueing is still expected and we are looking at a range of operational changes to try and improve upon this More access points for purchasing is aimed too at improving waiting times but still actively under review to improve with plans circulating across departments internally to execute this | |
| | <i>Wider Club</i> | Start | 014 | Looking at recycling / sustainability options throughout the club | 25.07.23 | <ul style="list-style-type: none"> Rewriting our environmental sustainability policy (Jul 23), as part of this process we are reviewing a comprehensive project/action plan to implement better recycling points amongst various other sustainability-based improvements | |
| | | Continue | 015 | Look at options around transport especially on evening games | 25.07.23 | <ul style="list-style-type: none"> We will be reaching out to fans for further input, local transport companies, etc to help formulate a plan for this | |
| | <i>Stand Swap</i> | Continue | 016 | Look at transport options for both home and away supporters | 25.07.23 | <ul style="list-style-type: none"> As above Note being - transport guidance is given on the Facebook page and on the PVFC website especially for away matches (also high-level information provided in the Customer Charter) | |
| Commercial | <i>Stand Swap</i> | Start | 017 | Develop Fanzone that encourages all supporters to attend with variety of offers | 25.07.23 | <ul style="list-style-type: none"> Commercial is leading on regular cross-departmental meetings to ensure the Fanzone caters to everybody's needs and to enhance existing offers (food vendors, activities, etc) | |
| | <i>Supporter Engagement</i> | Stop | 018 | Minutes of applause | 25.07.23 | <ul style="list-style-type: none"> Following supporter feedback we will stop the minutes of applause that have previously taken place to honour fans. However, we recognise and feel the importance of honouring fans who have passed and so will use the big screen from the upcoming season in lieu of the applause (also see point below) | |
| | | Continue | 019 | Memorial game and recognition is still in hand on big screen | 25.07.23 | <ul style="list-style-type: none"> We are arranging for a memorial game to place in the nearest match to 11.11 and will also have a PVFC remembrance match (aimed to be the first home game in new year) to recognise and honour the fans we have sadly lost | |
| | <i>Ticketing</i> | Start | 020 | Ensuring communication is better e.g. phone lines | 25.07.23 | <ul style="list-style-type: none"> Retail and ticketing will be merging in the summer months as part of a wider project - this was priority number one for commercial team in their staff training days | |

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| | | Start | 021 | Ensuring digital tickets are easily accessible | 25.07.23 | <ul style="list-style-type: none"> The digital tickets should have been rectified – we have worked with our suppliers on this and should now be resolved (however, we will continue to monitor this into the new season) Digital tickets can now be accessed and stored in your apple wallet | |
| | | Stop | 022 | Focussing solely on in person ticketing and improve our online presence | 25.07.23 | <ul style="list-style-type: none"> As above, improving our online presence for ticketing is a key aspect of the broader project of merging ticketing and the shop to provide better customer experience | |
| | | Continue | 023 | To develop memberships | 25.07.23 | <ul style="list-style-type: none"> The work on memberships is ongoing and we will continue to seek feedback and work with fans for 1876 and 1876 plus membership (as well as point system for away tickets) | |
| | | Continue | 024 | To look at season ticket wider benefits | 25.07.23 | <ul style="list-style-type: none"> This is currently being worked on following feedback received and the benefits will continue to be reviewed | |
| Cross-departmental | <i>Family Experience</i> | Start | 025 | Look at teenagers offering as well as young families | 25.07.23 | <ul style="list-style-type: none"> As part of the Fanzone planning, a dedicated space in foundation building is being set up specifically with activities aimed at teenagers (the foundation also offers a range of activities outside of match days for this demographic) | |
| | | Continue | 026 | Wider family events and activations | 25.07.23 | <ul style="list-style-type: none"> We are working across departments to implement better family offering and will utilise the supporters summit group to help develop these packages and experiences so that they reflect demand | |
| | | Continue | 027 | To offer existing fans a good experience | 25.07.23 | <ul style="list-style-type: none"> As above (we are specifically focussing on family experiences as part of our strategic plans for the upcoming season) | |
| | <i>Supporter Engagement</i> | Start | 028 | Connecting our players to the supporters and community | 25.07.23 | <ul style="list-style-type: none"> Players will now have meetings around their responsibility of being active players in the community and a schedule of commercial/community/match day engagement is being produced for better coordination and presence of players with the community/supporters | |
| | | Continue | 029 | Fan zone and half time entertainment | 25.07.23 | <ul style="list-style-type: none"> As above, continued work is underway to enhance the Fanzone and what's on offer which will be circulated with fans via social media in advance of games and with information on the website | |
| | <i>Ticketing</i> | Start | 030 | Communicating availability in all stands | 25.07.23 | <ul style="list-style-type: none"> This is in hand and media are now picking this up as part of our overarching communications plan | |
| | | Start | 031 | Tickets to be released earlier for home and away | 25.07.23 | <ul style="list-style-type: none"> As above | |
| | | Continue | 032 | Points system but ensure communication is clear around it | 25.07.23 | <ul style="list-style-type: none"> As above in terms of communication and we are working on memberships through the supporter's summit to improve quality and experience for supporters. It has been noted that this now needs to be communicated better as part of the media teams communications plan | |
| | <i>Wider Club</i> | Start | 033 | Listening to away fan feedback | 25.07.23 | <ul style="list-style-type: none"> We will look into how best to receive further feedback through a variety of channels and produce a separate plan specifically based on away fan feedback to improve supporter experiences | |
| | | Continue | 034 | Keep being different to other clubs | 25.07.23 | <ul style="list-style-type: none"> This is at the heart of all that we do, and we continue to try and set ourselves a part and strive for excellence in every aspect of the club | |
| | <i>Stand Swap</i> | Start | 035 | Liaising with all supporters to ensure we adapt and change to suit needs | 25.07.23 | <ul style="list-style-type: none"> There are a range of measures in place to approach this point currently underway but a full review of fan engagement and feedback from supporters' summits is | |

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| | | | | | | taking place to improve our dialogue and communication with supporters to ensure we maintain high standards in line with learnings from their experiences | |
| Directors | <i>Family Experience</i> | Continue | 036 | To maintain ethos of the club as family focussed | 25.07.23 | <ul style="list-style-type: none"> As above (various points), being a family focussed club is at the heart of all that we do – this point translated into action is in existing projects noted in this log and other plans in development (Fanzone, Family Area in Hamil, Community Engagement, etc). | |
| | <i>Stand Swap</i> | Start | 037 | Looking at atmosphere in the Hamil End particularly around families | 25.07.23 | <ul style="list-style-type: none"> As above – there is a continued scheme of evaluation gathered through anecdotal feedback, online comments shared, supporters' summit etc. For the upcoming season we are trialling initiatives such as 'honesty flags' being available for children, families, to help maintain a family-centred atmosphere and ethos (they can take flags to use for the match and return at the end) | |
| | | Continue | 038 | To communicate changes across all areas openly | 25.07.23 | <ul style="list-style-type: none"> As above – being actualised through media strategies, supporters' summits in-person, etc | |
| | | Continue | 039 | To monitor and evaluate as the season begins and throughout august | 25.07.23 | <ul style="list-style-type: none"> Awaiting beginning of season but a continual review is in place to monitor the implementation of the stand-swap | |
| | <i>Supporter Engagement</i> | Start | 040 | Ensuring we look at a variety of methods not just social media | 25.07.23 | <ul style="list-style-type: none"> As above – we are actively seeking feedback from supporters to make sure any new communicative methods align with the experiences and engagement supporters wants | |
| | | Start | 041 | Utilising data to help engagement with our fans | 25.07.23 | <ul style="list-style-type: none"> We continue to utilise the ticket system data base to help understand our fans wherever possible. We have also undertaken a supporter survey to give a better profile to help see if we can do things differently and will continue to look at data available as part of research for different projects/initiatives to help ensure our delivery aligns with the wants/needs of supporters | |
| | | Stop | 042 | Closing communication in times of adversity | 25.07.23 | <ul style="list-style-type: none"> The board recognise the importance of proactive communication that covers topics, both good and bad, in all aspects of the football club (from the pitch to the paddock). As such, they endeavour to maintain transparency with supporters to maintain a healthy and constructive dialogue that doesn't shy away from the harder topics | |
| | | Continue | 043 | To be mindful of impacting on Burslem and surrounding areas | 25.07.23 | <ul style="list-style-type: none"> As a club we try to give back to Burslem wherever possible, with the work that the foundation does being pivotal as a vehicle to achieve these aims. While the ground is only used for a set number of days in the calendar year for matches, we are open working 365 days a year to help support our local communities (in schools, through community meals, through our on-site family hub, through health and fitness programmes, etc). However, we recognise that it is important that for the approx. 30 days that football takes place that residents need to be, and are, actively considered in a range of areas (including post-match traffic, behaviour, etc). | |
| | | Continue | 044 | open and honest feedback at all times | 25.07.23 | <ul style="list-style-type: none"> As above (042). | |
| | <i>Wider Club</i> | Start | 045 | Look at ex-players and utilising them more | 25.07.23 | <ul style="list-style-type: none"> We continue to explore how we can continue our strong relationships with ex-players and this manifests in a variety of ways on a case-by-case basis dependent on the player themselves (such as geographical constraints, their schedule, | |

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| | | | | | | <p>whether they want to continue to be an active member of the PVFC community, etc).</p> <ul style="list-style-type: none"> • However, we continue to look at how we can bring ex-players into the heart of the community of PVFC so we will be looking at supporter feedback to help us shape what this looks like | |
| | | Continue | 046 | To look at how we use data and supporters' skills to drive change in the club | 25.07.23 | <ul style="list-style-type: none"> • The beginning of this is building momentum with the supporters' summit to better know and understand the fabric of the supporter's community. However, we need to better understand the skillset and demographics (data-based insights) of our supporter base with support from the summit to help inform how supporters might want to utilise their skills to drive change in the club | |
| Community | Family Experience | Start | 047 | More family engagement e.g., competitions and offers | 25.07.23 | <ul style="list-style-type: none"> • The Foundation building will be open for the Fanzone which will include activities specifically targeted towards the teenager demographics and we are also looking at engagement across the stadium (see 036 and 037) and how to use big screen for things like competitions, etc. | |
| | | Start | 048 | Player engagement on matchday and non-matchday | 25.07.23 | <ul style="list-style-type: none"> • Meetings have taken place between the Manager and Head of Community/Director of CSR & Community to establish stronger working partnership for increased player engagement on a match day and non-match days (more consistency, better forward planning, regular communication) | |
| | | Continue | 049 | Develop online family engagement through Boomer | 25.07.23 | <ul style="list-style-type: none"> • A new staff member has joined us to lead on the community's media – continued planning takes place to review online family engagement (including the use of Boomer) | |
| | | Start | 050 | Delivering on promises made around Team Valiant's | 25.07.23 | <ul style="list-style-type: none"> • The foundation continues to review the implementation of Team Valiant's with regular meetings and reviews of anecdotal and formalised feedback from fans, staff, etc – however, continued feedback from supporters will be gathered to improve the package | |
| | Matchday Experience | Start | 051 | Using Boomer more on a matchday | 25.07.23 | <ul style="list-style-type: none"> • We have taken this point on board and Boomer is now arranged be at pre match, during and after) especially focussing on Hamil Road family area end where we are driving our family focus | |
| | Supporter Engagement | Start | 052 | Looking at different ways to engage new supporters e.g. faith communities, universities and disability | 25.07.23 | <ul style="list-style-type: none"> • The foundation has formed new relationships with different faith communities, especially in the last 6-12 months (see their Facebook page for regular updates and the 22-23 impact report which further details their recent work) for instance by hosting a celebration of Iftar for local Muslim community, through their weekly activities such as walking football, etc | |
| | Ticketing | Start | 053 | Ticketing offers for community, schools, and families | 25.07.23 | <ul style="list-style-type: none"> • There are heavily discounted and free under-12 tickets available which is part of the project of enhancing our family offer on match days (see customer charter for more information) • We will be working with schools of how we do ticketing offers such as school take over days • We also look to host other one-off events like open training sessions (taking place in pre-season) and alternative initiatives to connect the team to the community | |