



Club Survey 2008/09 Review

Participants

137 Clubs completed the Suffolk FA Club Satisfaction Survey 2008/09, compared to the 205 who took part last season, therefore 22.5% of Affiliated Suffolk Football Clubs which is down on last season's 32.7%. The responses came from a variety of clubs:

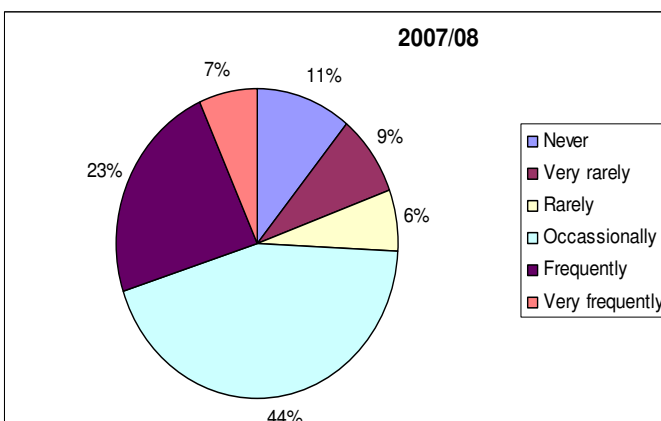
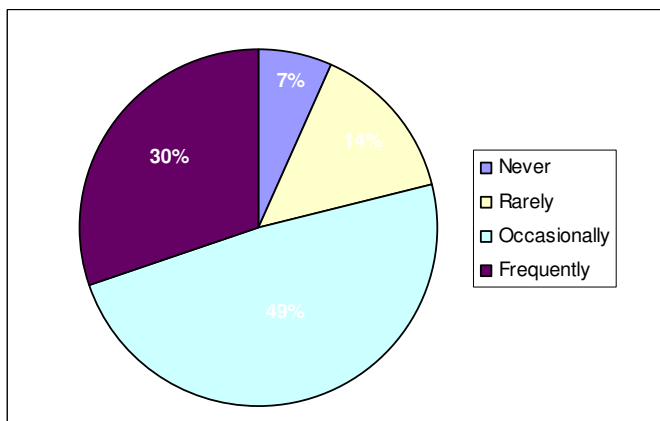
- 🏠 117 Male adult clubs out of the 433 affiliated clubs
- 🏠 2/14 Female adult clubs
- 🏠 18/131 Male youth clubs
- 🏠 0/28 Female youth clubs
- 🏠 0 responses from Disabled football clubs

SuffolkFA.com

How often do you visit SuffolkFA.com?

2008/09

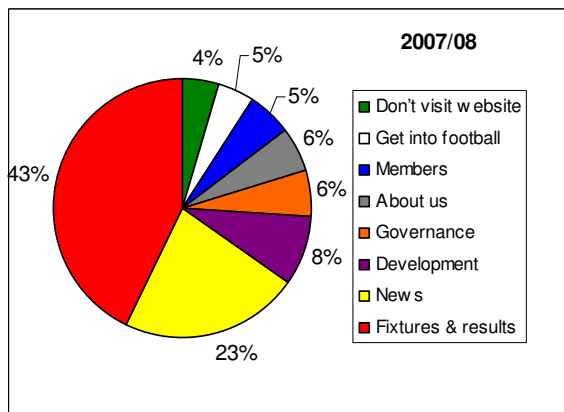
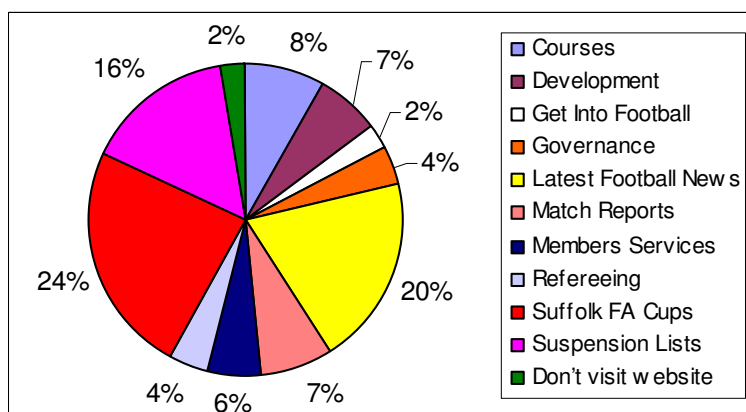
2007/08



When visiting the site, which areas do you look at?

2008/09

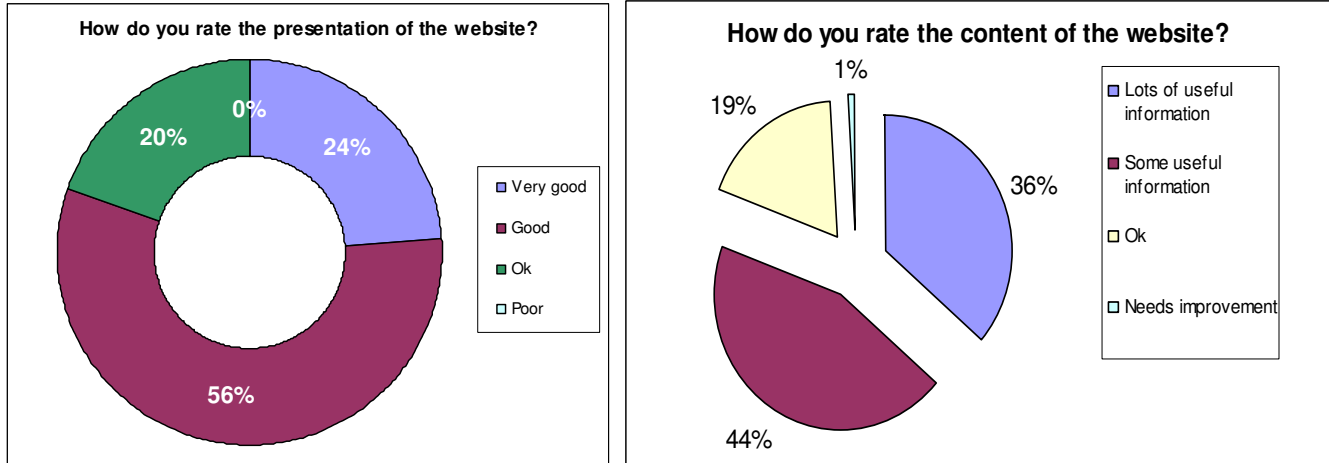
2007/08



As a sign of the increasing popularity and growth of SuffolkFA.com, in 2007/08, 74% of people who completed the survey visited SuffolkFA.com occasionally or more often. However in 2008/09 this has increased to 79%. Along with this, the percentage of people who have never visited SuffolkFA.com has dropped from 11% to 7%.

The graphs above show a break down of which areas of the website visitors look at, and you can see that all areas of the website saw an increase on last season's figures. The percentage of people who have been using Member's Services has increased from 5% to 6% and this is a key area to target an increase in over the coming year to meet the targets set out in the Running the Game section of the Suffolk Football Plan.

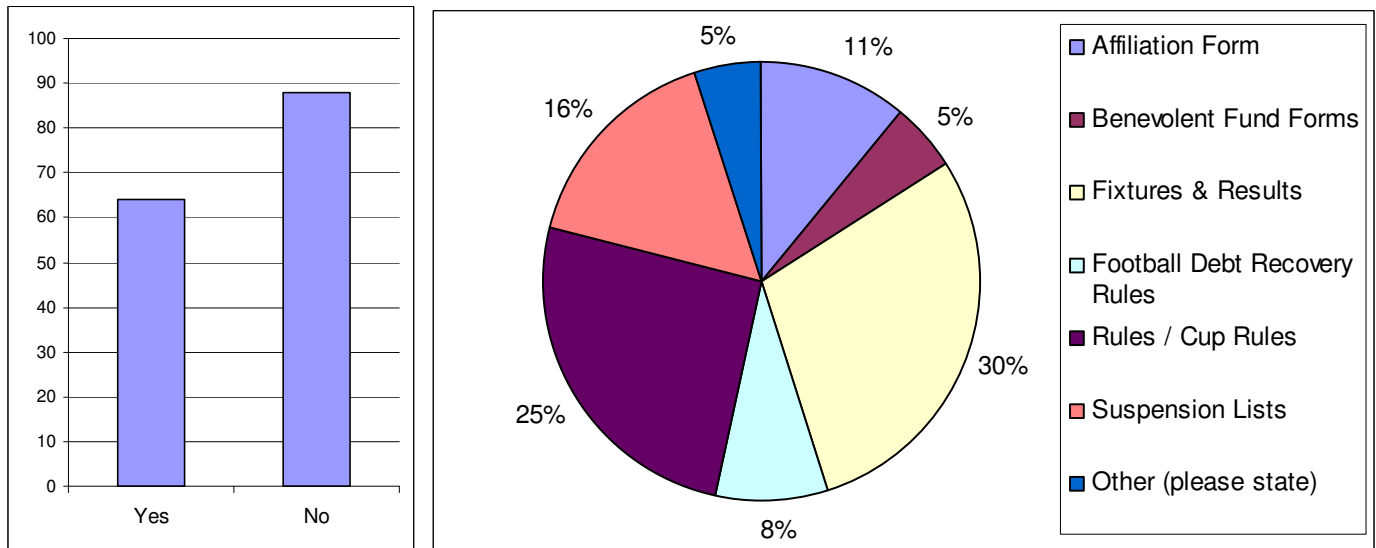
How do you rate the presentation and content of the website?



Those people who have visited the website were very impressed with the quality; 80% of people felt that the presentation of the website was 'good' or 'very good' and 80% also felt that the content contained some or lots of useful information.

To strengthen this, not one customer felt that the presentation of SuffolkFA.com was poor and only 1% felt that the content needed improvement.

Have you ever downloaded documents from the website? And if so, what documents have you downloaded?



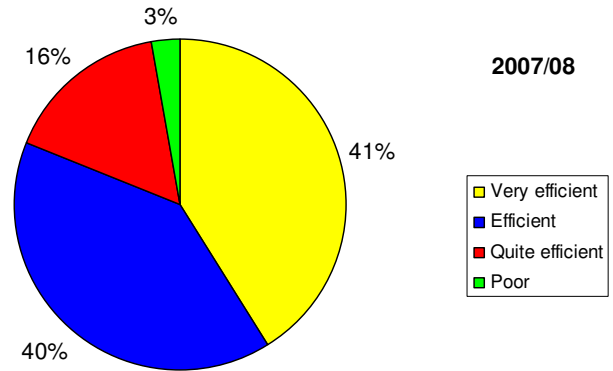
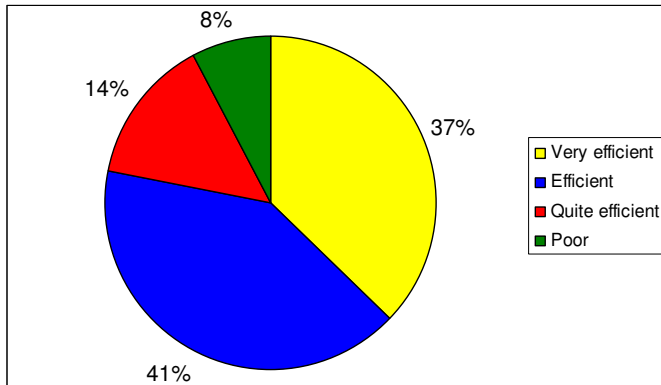
42% of respondents have downloaded documents from the website. The most popular downloads were 'Fixtures & Results' and 'Rules / Cup Rules', with a significant proportion also downloading 'Suspension Lists'. Of those who responded 'Other' the majority had downloaded course information or booking forms.

Discipline

How efficient have you found the Suffolk FA with dealing with disciplinary cases?

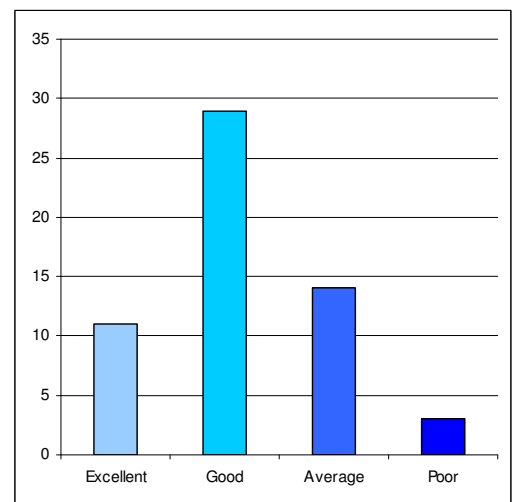
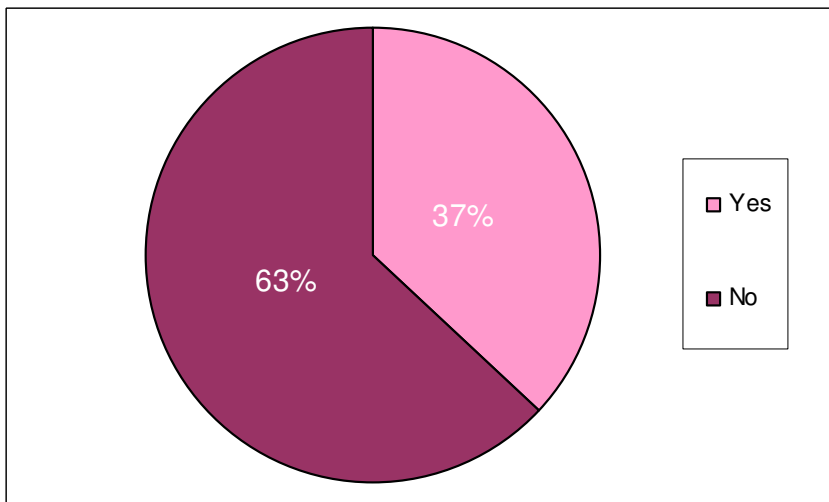
2008/09

2007/08



Despite a slight decrease in how clubs feel disciplinary cases are handled, the percentage of those who feel they are handled either efficiently or very efficiently is 78% for the 2008/09 season.

Has your club ever attended a disciplinary personal hearing with Suffolk FA, and if yes and putting aside club bias, how would you rate the quality of the hearing?



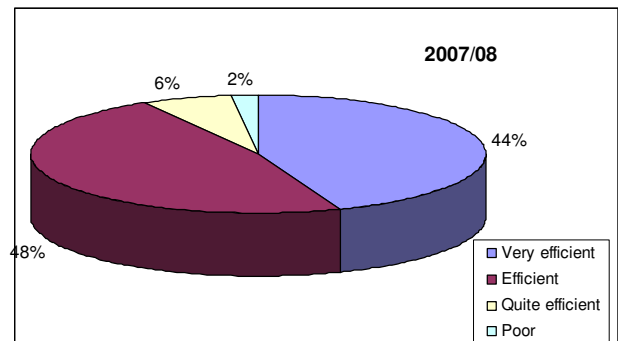
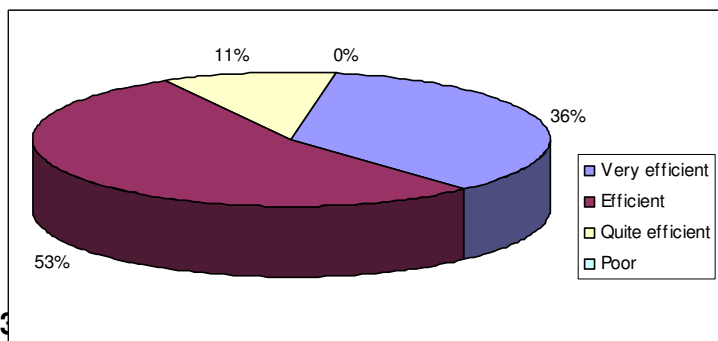
Whilst the vast majority of people have not had a 'poor' hearing, the general consensus is still that hearings can not be won by the club/player. Our research shows that in season 2008/09 the majority of hearings are won by clubs/players. This fact will be highlighted in the next Extra-Time magazine.

Cup Competitions & Affiliation

How efficiently are the Suffolk FA Cup Competitions run?

2008/09

2007/08



The general opinion on how Cup Competitions are run has slightly improved on the whole. Although the total percentage of clubs who feel that the Cups are run very efficiently dropped 8%, none of the 137 clubs who took part felt that they were poorly run with 100% of participants feeling that the Cups were run efficiently.

Two of the improvements clubs frequently suggested they would like to see were an online teamsheet for county cup fixtures and for draws to be held publicly/manually. Both of these suggestions have been discussed and will be developed with the intention of implementing both for the 2009/10 season.

How do you rate the fees to affiliate and to enter Suffolk FA Cup Competitions?

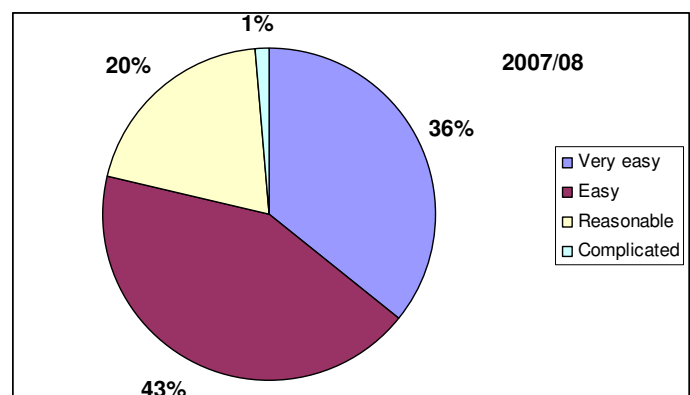
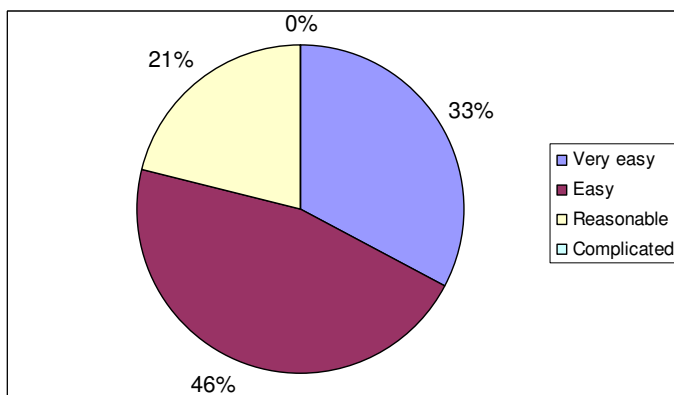


The fees for the 2008/09 season received relatively mixed views; the cup competitions were deemed over-priced by almost 10% of the clubs who completed the survey. One comment also suggested making entry to cup competitions optional and removing the non-entry fine so that clubs have the choice on whether or not to enter. However over 50% of clubs still felt that the cup competition entry fees were good or great value for money.

How easy do you find the affiliation process?

2008/09

2007/08

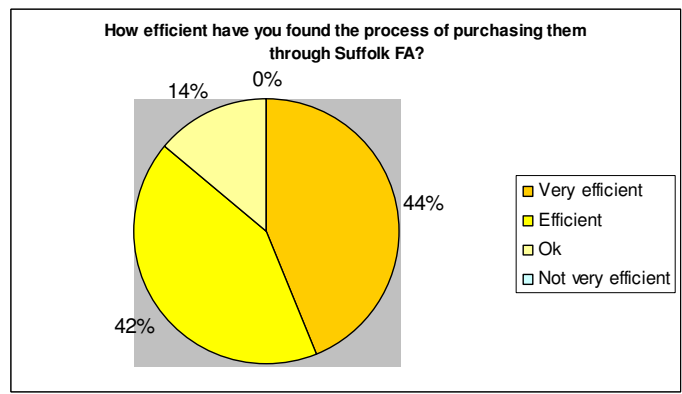
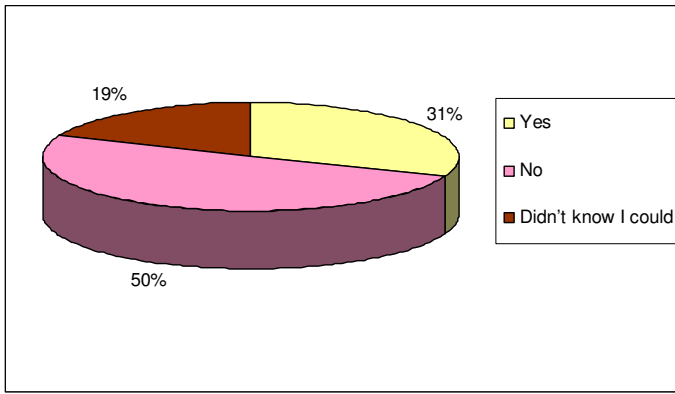


The affiliation process has again proved to be very easy to complete, with 79% of people finding it 'easy' or 'very easy'. In addition to this, none of the 137 clubs found the process complicated. The only comment made stated that the cup competition section could be made clearer so that teams are well aware which cup they should be opening.

England Tickets

Has your club ever purchased England or FA Cup Final tickets from Suffolk FA? If yes, How efficient have you found the process of purchasing them through Suffolk FA?

Clubs that have purchased England & FA Cup tickets through the Suffolk FA, overall have been very pleased with the service provided. 86% of clubs believed the process was "efficient" or "very efficient".

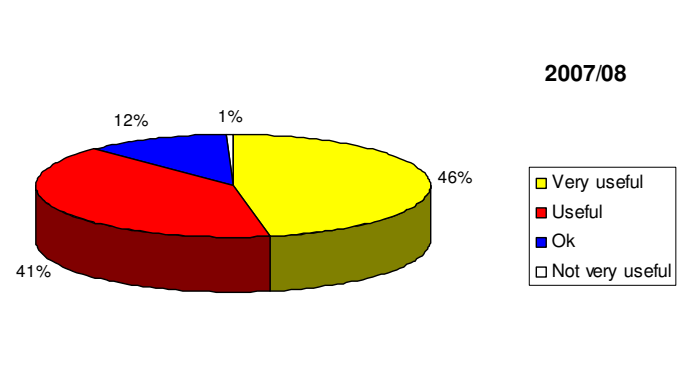
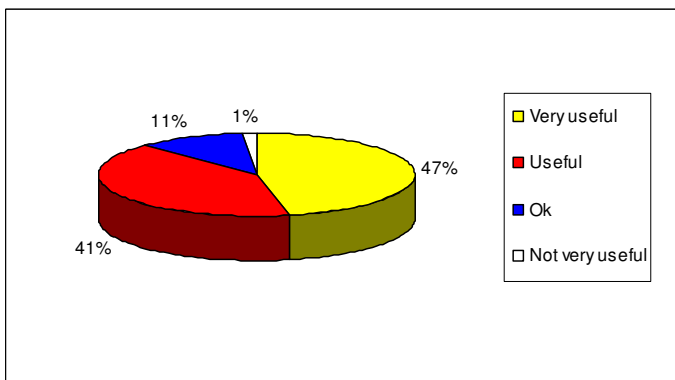


Publications

How do you rate the 2008/09 season Suffolk FA Handbook?

2008/09

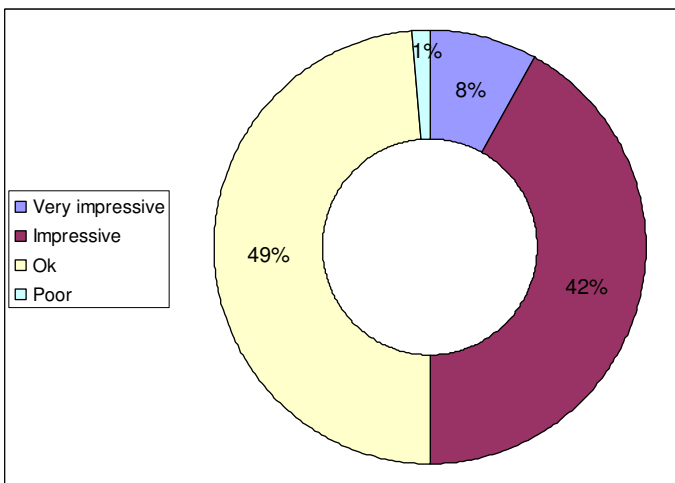
2007/08



The handbook once again has proved an extremely valuable tool for clubs, with 88% describing it as 'useful' or 'very useful'. Along with this there were some suggestions of items that could be included, such as:

- A copy of the FIFA rules of the game
- Along with colours and secretary details, also list the clubs ground address
- Different coloured sections to make it easier to find a particular club
- An update that would include referees you registered after the production of the handbook

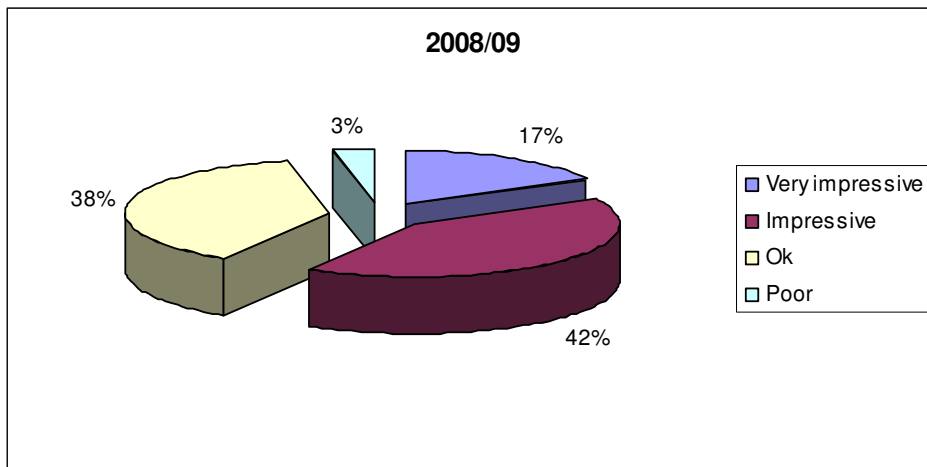
How do you rate the Suffolk FA's Official Magazine; Extra-Time?



The magazine has proved a big success with 50% of people describing it 'very impressive' or 'impressive' and a further 49% describing it as 'okay'. There were some suggestions received for additional content to further improve the quality, including:

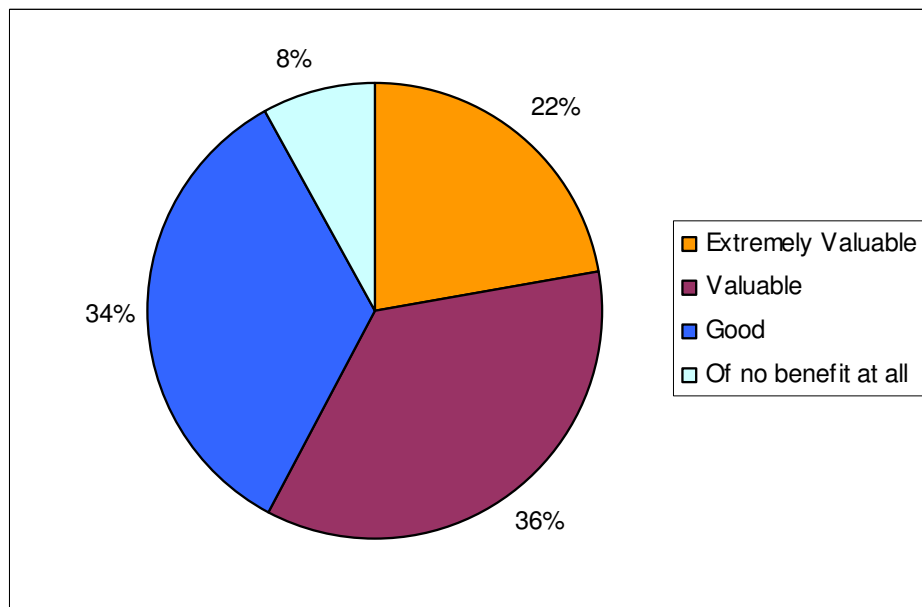
- Needs more local news rather than national FA 'stuff'
- More information on County Cups e.g. results, scorers etc.

How do you rate the presentation of the correspondence and documentation you have received from the Suffolk FA (including Letters, Emails, Handbook etc)?



Presentation of materials is 'very impressive' or 'impressive' according to 59% of respondents, with a number of positive comments including 'good clear layout and presentation'.

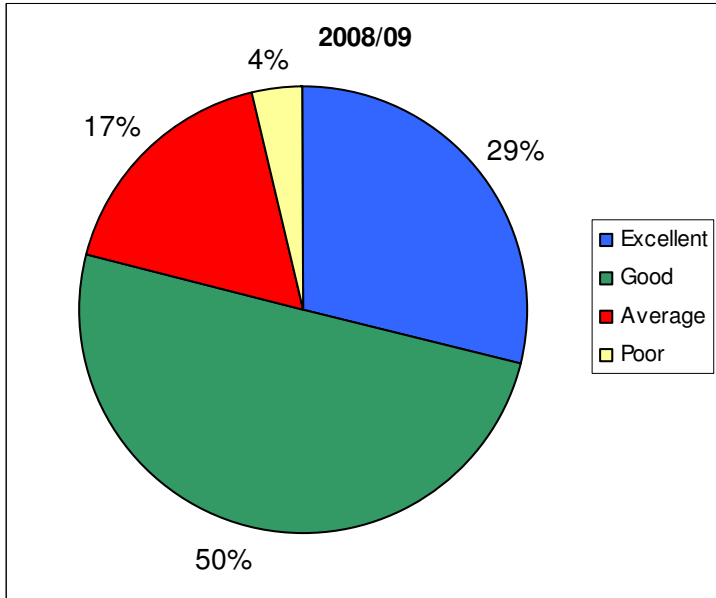
Suffolk FA has again provided all Affiliated Clubs with a Fact file with their affiliation receipt for this season, how do you rate the value of this publication to your Club?



The Fact file was well received by clubs with 58% rating it as 'extremely valuable' or 'valuable'. Such is its value, several clubs have suggested that it might be worthwhile to issue one per team next season, rather than one per club

Customer Service

When contacting Suffolk FA HQ by telephone, how would you rate the quality of service you receive?



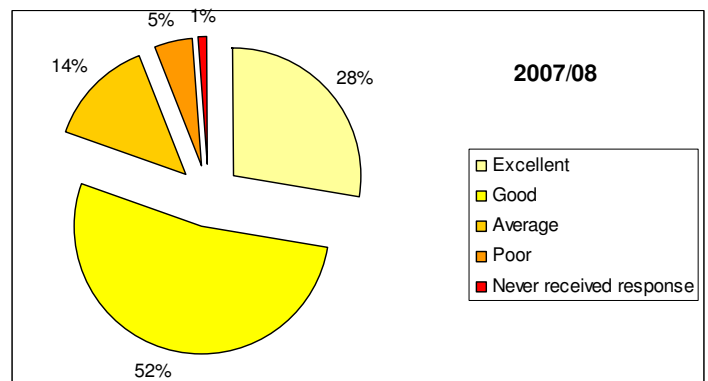
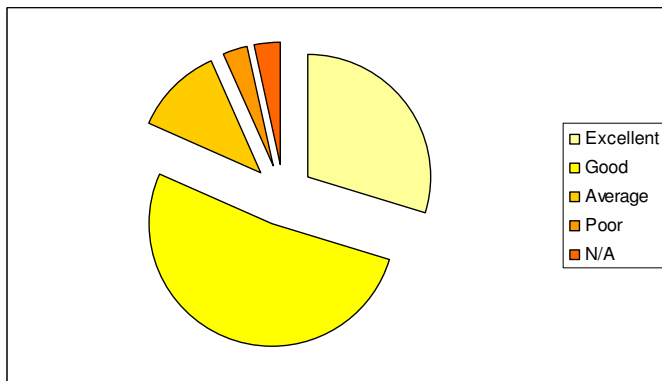
A strong percentage of 79% of people find that the response time and quality of the service they receive when phoning the Suffolk FA to be 'good' or 'very good'. However, some of the more notable comments suggested that often customers find it difficult to get through to the person they are looking to speak to.

Reasons for this include not knowing direct phone numbers and staff not leaving phones diverted to answer phones, resulting in the customer having to keep calling. On the whole though the general consensus was that staff are 'very polite' and 'knowledgeable'.

When corresponding with Suffolk FA, by email or by post, how would you best describe the speed of the response you receive?

2008/09

2007/08



Similarly to the results for contacting by phone, the majority of clubs contacting Suffolk FA by email find the service "good". A handful of clubs responded that they did not have access to email. There were some trends with the negative feedback with some people saying that they do not always receive a response (particularly with course enquiries) or the response time could be quicker.