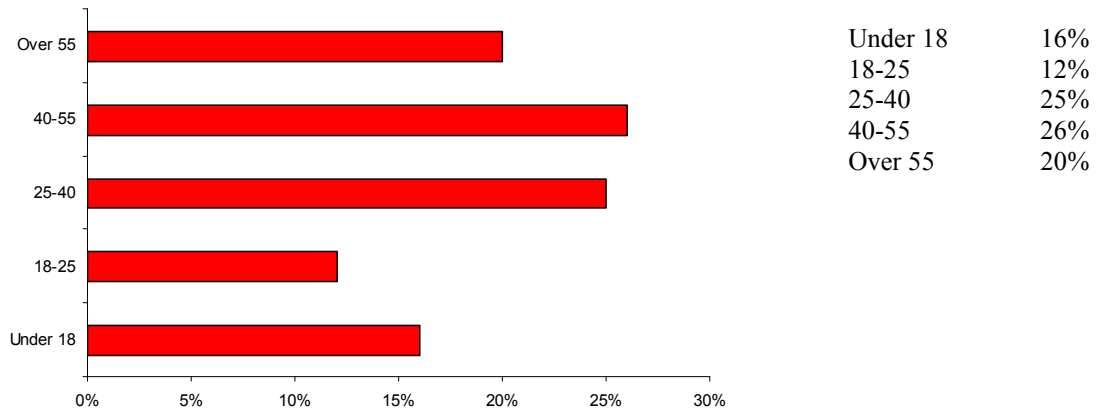


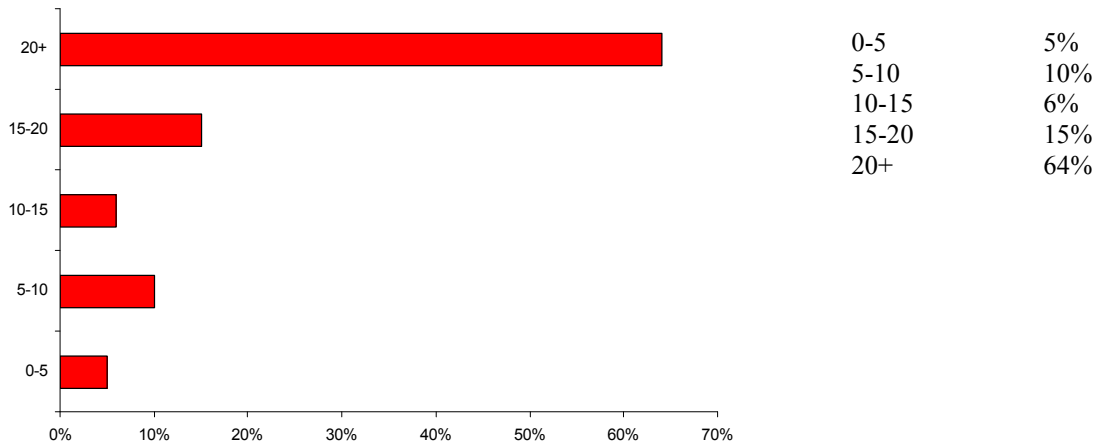
Robins Trust Survey 2011 - Results

General Details

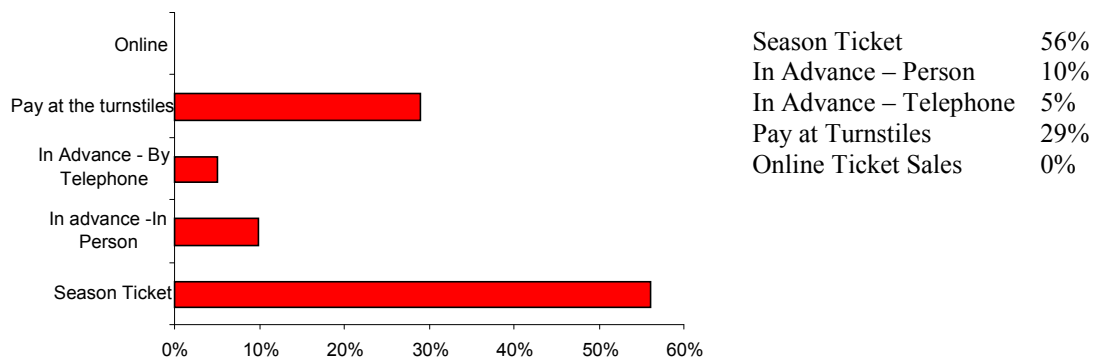
1. Your Age



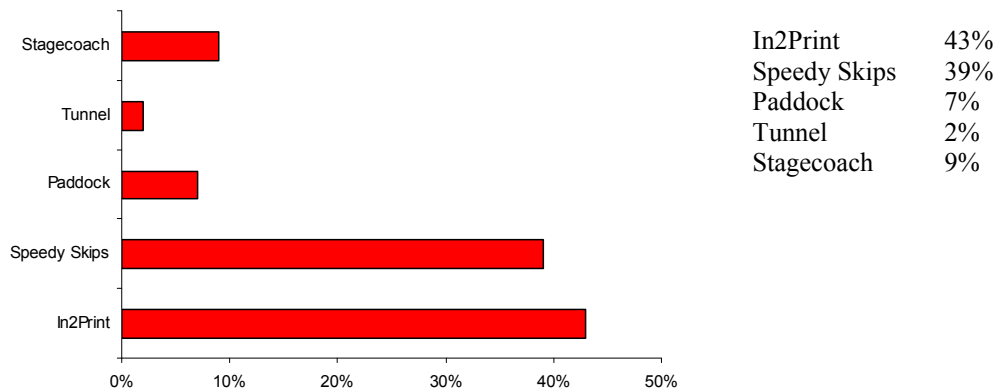
2. How many home games do you attend each season?



3. How do you normally buy your tickets?

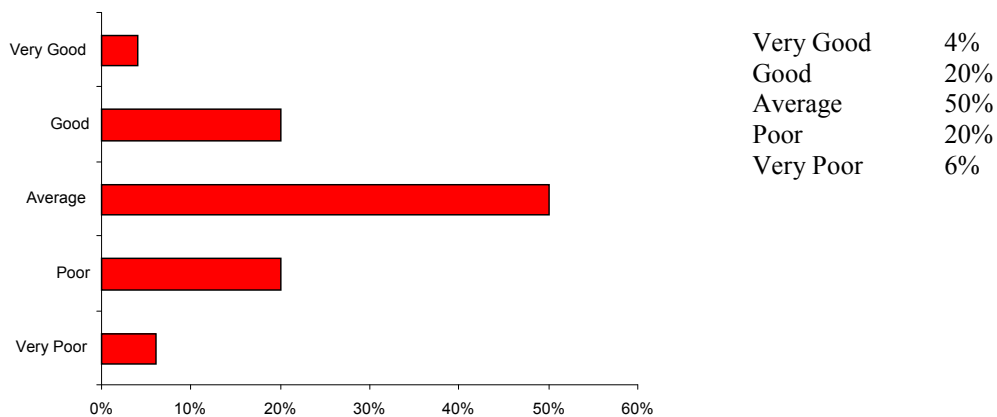


4. Which part of the ground do you normally use?



MATCHDAY EXPERIENCE

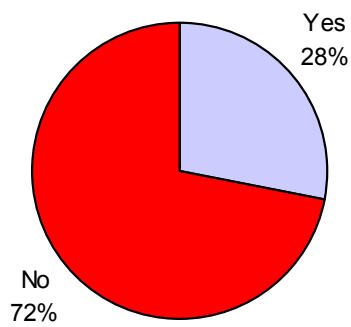
5. How would you describe the catering facilities inside the Abbey Business Stadium?



6. What could be done to improve the catering facilities inside the Abbey Business Stadium?

- Chips in speedy skips stand
- More healthier food, Jacket potatoes, sandwiches
- Better choice for vegetarians
- More local food, sausages, burgers, pies etc
- Vending Machines selling cold drinks in the In2print stand
- Coffee stand selling fresh coffee, hot soups, Paninis
- Improve queuing times
- Offer something unique which other clubs don't similar to Kidderminster's Sheppard's Pie & Bristol Rovers' Cornish pasties
- Cold food such as sandwiches.
- Improve the food in the bar before matches.

7. Do you use the club bar on match days?

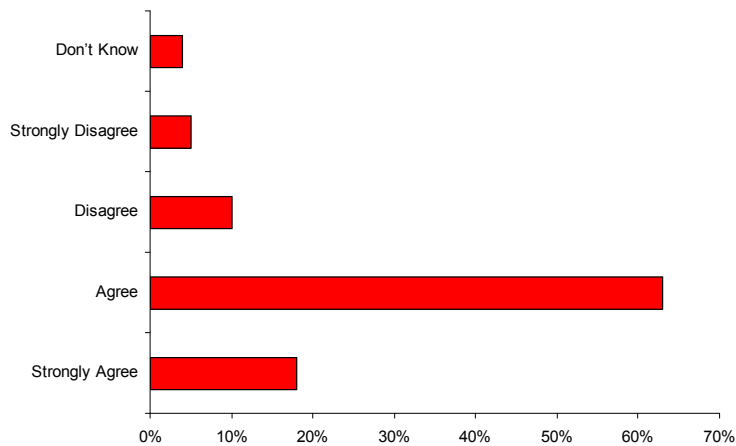


Yes	28%
No	72%

7A. If you DO NOT use the club bar on match days why is this?

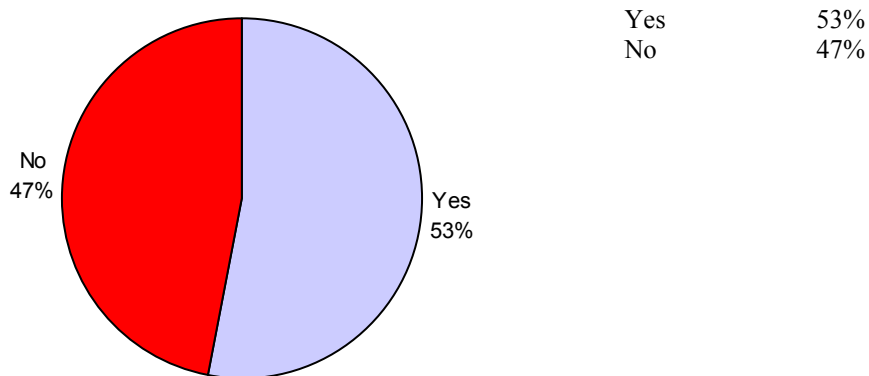
- Too hot & over crowded
- Need to improve the Projector for live matches and more TVs around the bar.
- Needs updating has a tired feel
- No real ales
- Could do with having food available
- Prefer to drink in town before the match

8. The stewards at CTFC are professional, courteous and treat me with respect?

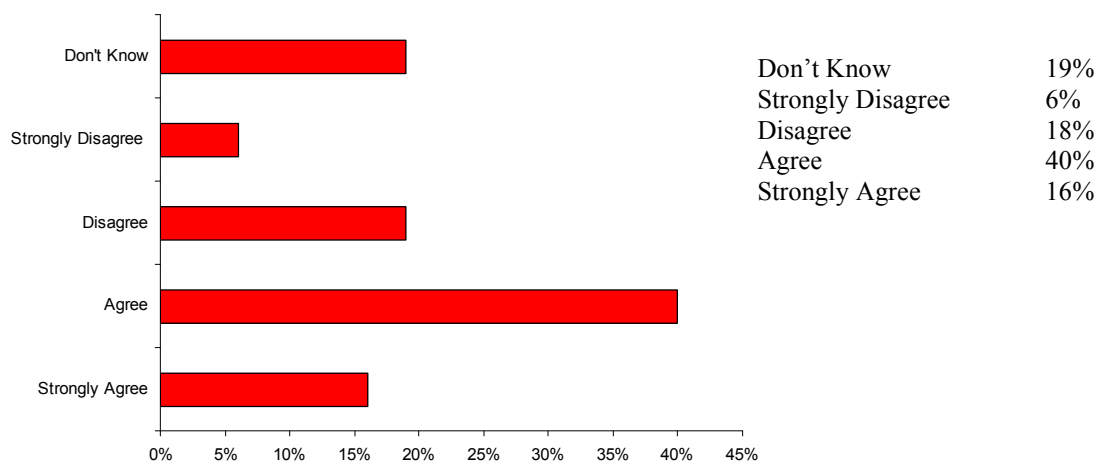


Don't Know	4%
Strongly Disagree	5%
Disagree	10%
Agree	63%
Strongly Agree	18%

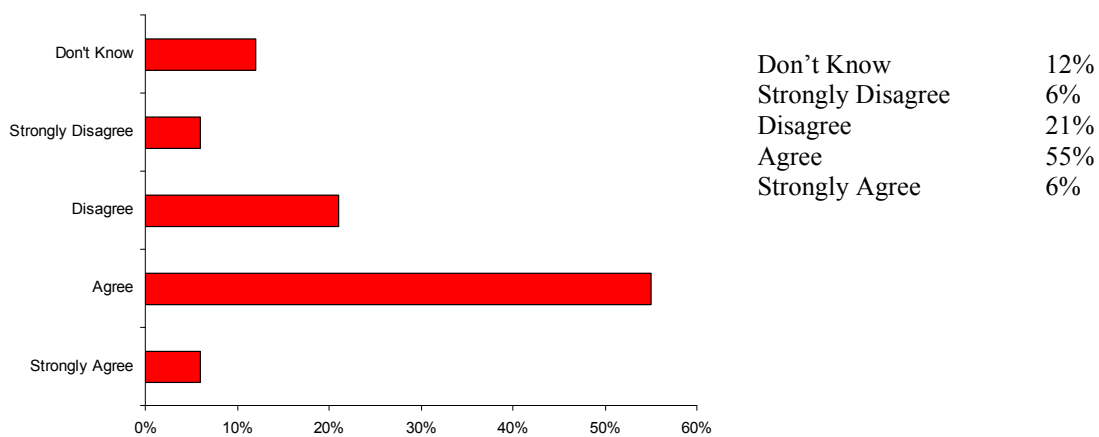
9. Would you like to see a dedicated vocal/ singing section in the Hazelwood's stand (currently away end) with away fans moved to the end of the In2Print stand?



10. Do you feel that the current match day programme offers good value for money?



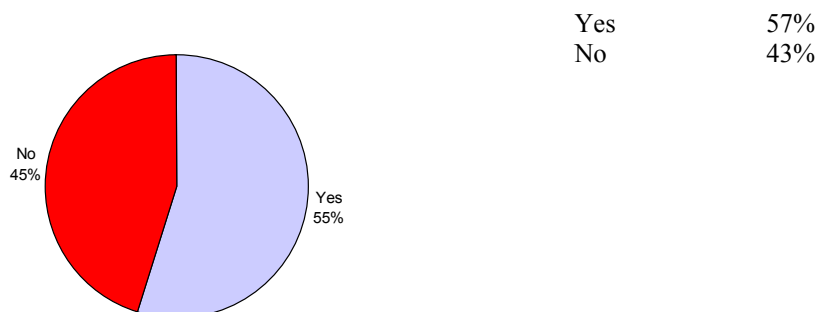
11. The club shop offers a wide range of items that appeal to me?



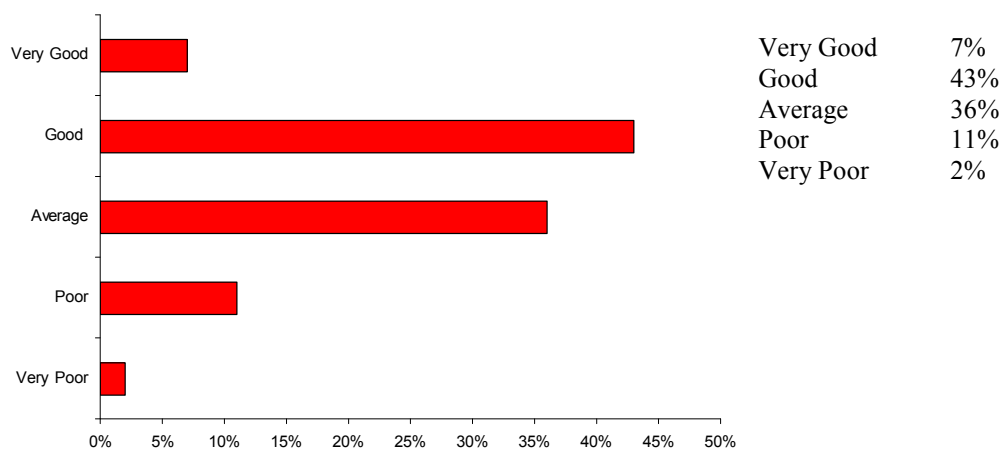
11A. What items would you like to see stocked in the club shop?

- More training kit available
- DVDs & Books
- Bedroom items, lampshades, duvet covers etc
- CTFC underwear
- CTFC crest towel
- CTFC clothing for older supporters.
- Large Cheltenham Flags
- CTFC Sports Bottles
- Sports bags
- More stocking filler items
- CTFC logo dart stems & flights
- CTFC Poster, stickers
- Baby related products
- CTFC logo socks

12. Did you know that all Under-13 Junior Robins members can attend all home league matches free if they reserve their ticket in advance?



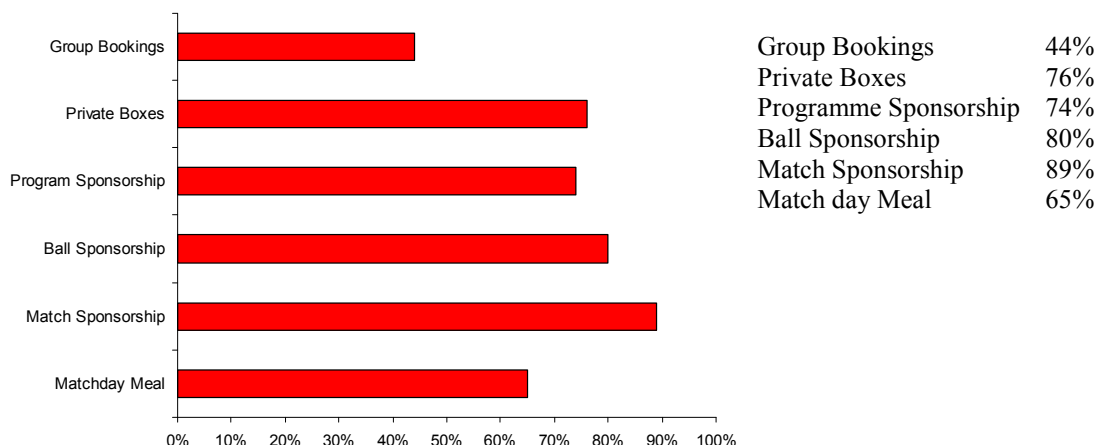
13. Overall how would you rate the match day experience at the Abbey Business Stadium?



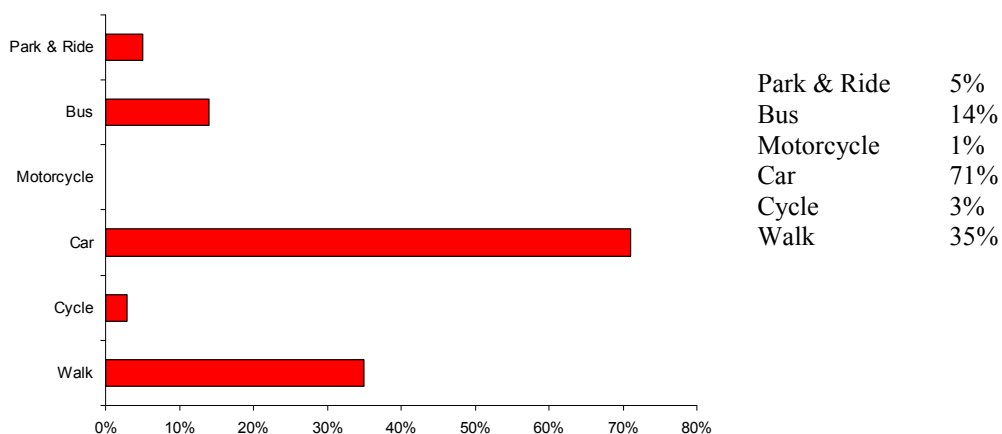
13A. How would you improve the match day experience?

- Need something to get the atmosphere going before kick off and at half-time.
- Dedicated singing area
- TVs showing sky sports under the In2print stand
- More family entertainment, last season we had a number of family fun days in the car park
- Cheerleaders
- More interaction from players with fans, perhaps some of the non-playing squad members could walk around the ground and speak with younger fans/ sign autographs.
- Warm-up in front of home fans and not the away end.
- Improve the tannoy/ reduce the level of noise.
- More interaction with local business promoting their products to fans.

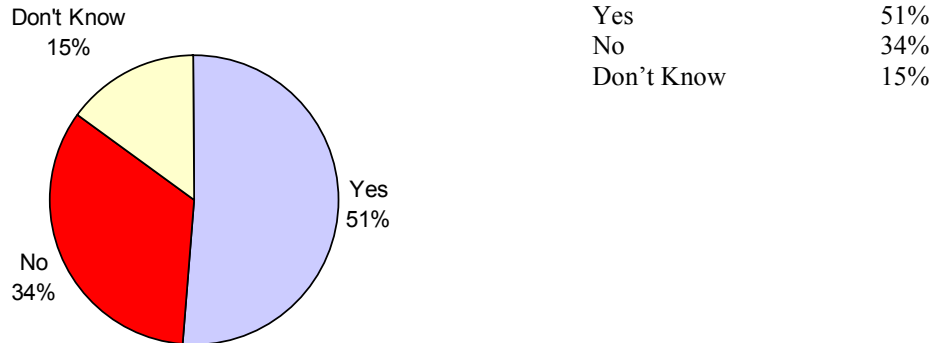
14. Which of the following match day hospitality options are you aware of? (Tick all that apply)



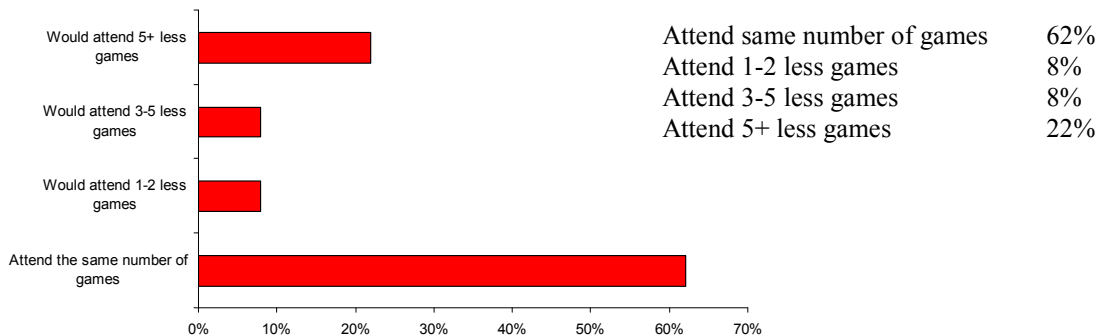
15. How do you travel to the ground on match days?



16. Do you consider your match ticket to be good value for money?

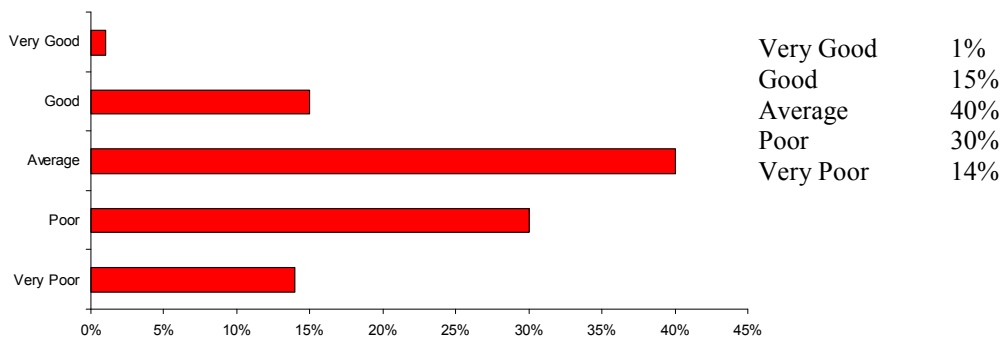


17. How would a small increase in ticket prices for the 2011-2012 season affect your attendance?

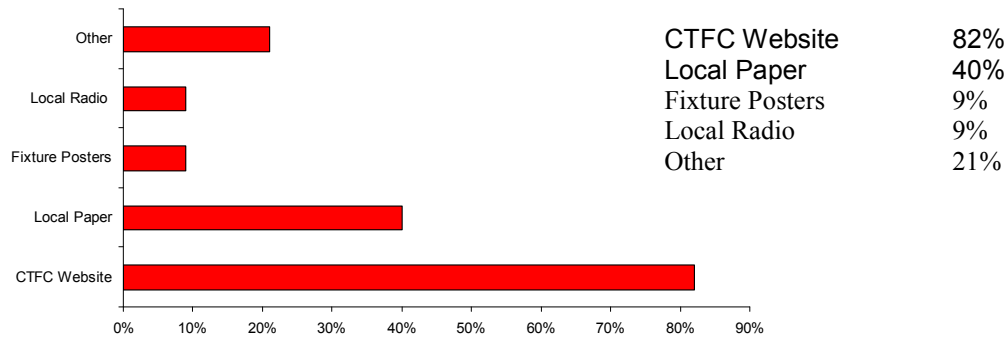


MATCHDAY ADVERTISEMENT

18. How good would you say Cheltenham Town's home match advertising is?



19. How do you keep up-to-date with future matches? (Tick all that apply)

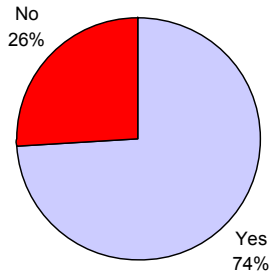


20. What else do you think could be done to advertise matches more effectively?

- Produce monthly/ bi monthly leaflets advertising upcoming fixtures to be handed out around the ground and to local businesses.
- Get BBC Radio Gloucestershire to do reports from Whaddon Road on a match day instead of Gloucester Rugby. Behind the scenes at Whaddon Road?
- Flyers in local papers.
- More links with local schools, player involvement, my son regularly comes home with a leaflet from school advertisement a family ticket at Gloucester Rugby club.
- Link with Cheltenham Youth Team to advertise matches free child ticket with a paying adult, they have 2,000 children playing football every weekend.
- More advertising outside of Cheltenham, Gloucester Rugby advertises in Cheltenham but we don't advertise in Gloucester.
- Some years ago the club and Bristol Street Motors ran a competition in the Echo with the prize as mascot for a match. My mother entered and won so my son was a mascot for a game. I Had not been to a Robins match since I was a young boy when my father used to take me, so I took my son and daughters to a game so that my son could see what a live game was like and what he would be doing as mascot, I got the bug along with my son and daughters, I have been a season ticket holder ever since with my kids also season ticket holders for a few years until work and uni meant they could not attend so often. my point is for the cost of a couple tickets etc as prize got good advertising and fans for life
- The one-off schemes, such as free admission for kids, might be promoted to regular fans but are usually very poorly advertised to the wider community ie a paragraph at the end of the match preview in the Echo. This isn't going to attract much attention. Designate half a dozen games as promotional events at the start of the season, arrange for sponsors (eg Kola Mira's Kids Go Free Night) and promote these offers throughout the season)

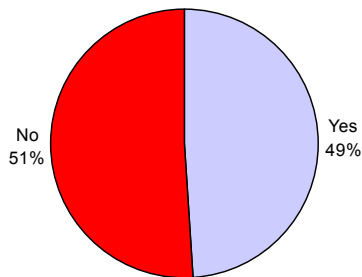
CTFC AND THE WIDER COMMUNITY

21. Do you feel that CTFC play an active role within the local community of Cheltenham?



Yes 74%
No 26%

22. Do you feel that CTFC play an active role within Gloucestershire and the surrounding areas?



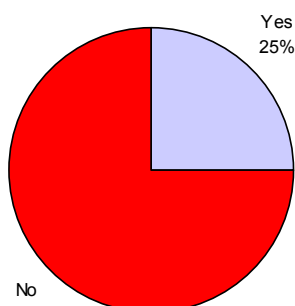
Yes 49%
No 51%

23. Is there anything else that CTFC could do to be more involved in the local and wider community?

- More school visits – especially to Primary Schools
- More work in rural areas of Gloucestershire, Forest of Dean, Gloucester and Stroud
- Use local schools to be ball boys for matches
- Attend school summer fairs
- Link with the University - I bet they don't know we exist
- Have players attend after school coaching sessions in schools

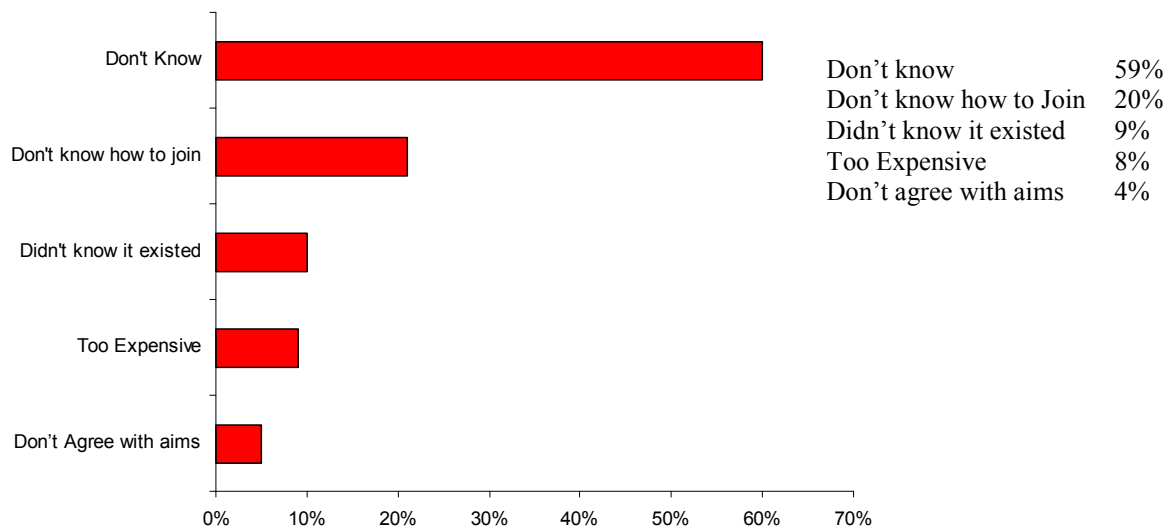
Robins Trust

24. Are you a Robins Trust member?

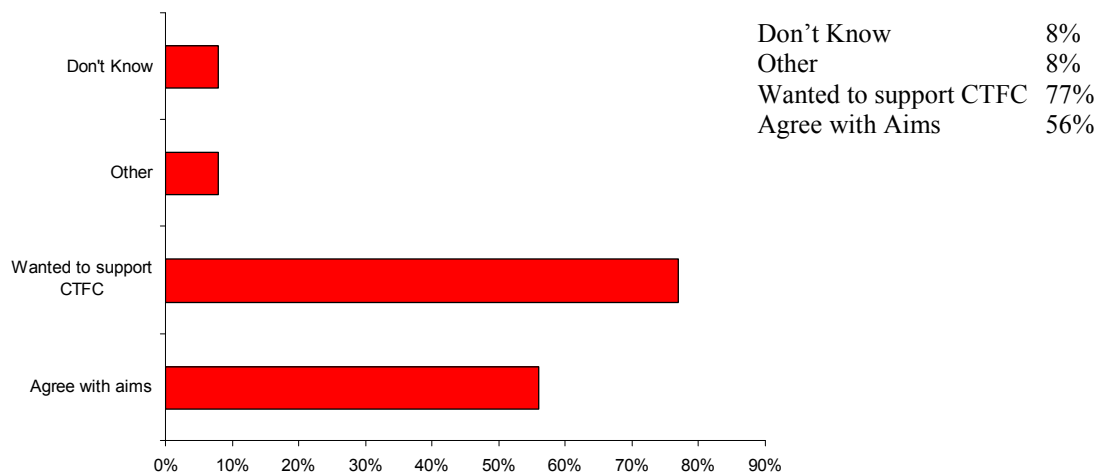


Yes 25%
No 75%

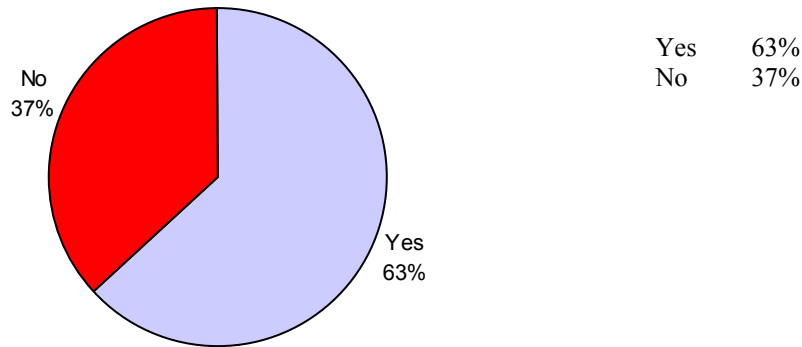
25A. If you are NOT a Robins Trust member, why is this?



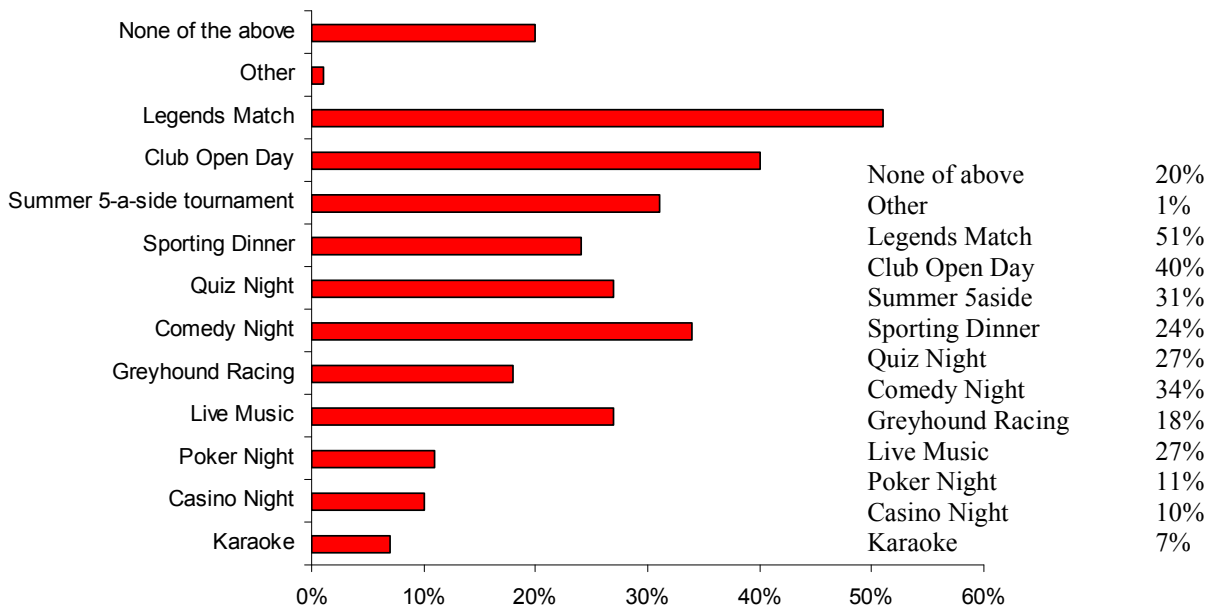
25B. If you ARE a Robins Trust member, why did you join?



26. Do you know what the aims of the Robins Trust are?



27. Are any of the following social events of interest to you?



28. Is there anything else you would like to see the Robins Trust get involved in?

- More regular newsletter/ fanzine
- Better promotion of the club and representing the fans during hard times. They were too quiet during the Martin Allen debacle.
- Bring down the price of tickets and increase advertising to attract more fans.
- Tours of Abbey Business stadium and meal / discussion with club staff
- More fundraising to help other projects to support the club.
- I'd like to see the Trust get involved in more Community aspects and drive more involvement with the club.
- I would like to see an annual friendly arranged for charity
- Club open training sessions at Whaddon Road.