

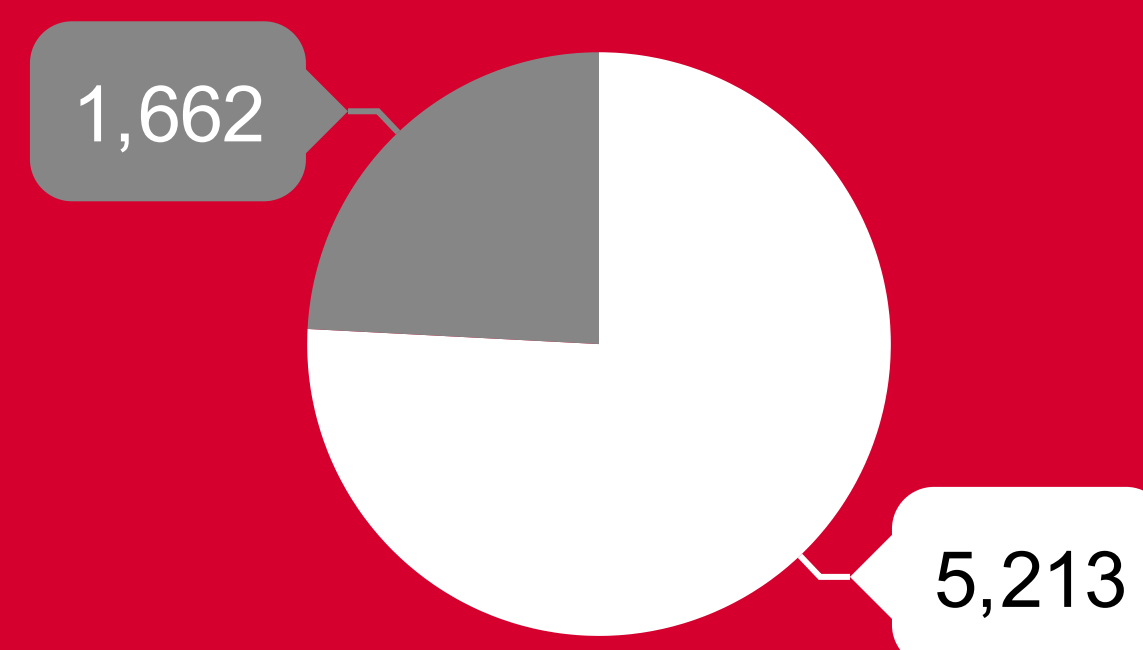
# Matchday Questionnaire 2018 Summary



As part of the club's continued policy of fan engagement, we conducted our first major survey of Season Card Holders during the summer.

The survey was sent to all of the 6,875 Season Card Holders who had opted in to receive communications from the club via email. A total of 1,662 responded and we'd like to thank those fans for doing so. The survey covered all the main areas relating to the club, and in recent months we have been working hard to address many points raised.

Below is a summary of the key issues raised by the Season Card Holders who completed the survey and the progress made to date.



■ No response (75.83%)  
■ Responded (24.17%)

## CONCOURSE

### FOOD AND DRINK QUEUES TOO LONG



This season we have introduced more stand-alone bars to help alleviate the main queues. We also have a 'buddy system' in which two staff members work together to increase speed of service, along with our till system which has been simplified with less click-throughs for the user.



After further consultation with fans, we are going to trial a pre-pour system, whereby on the busy bars a number of pints will be half filled just before half-time, then topped up on demand to increase speed of service.

A key driver of queue length is the fact that over 60% of attendees arrive at the stadium less than 30 minutes before kick-off, which will unfortunately always cause queues.

### LARGER / BETTER TV SCREENS, MORE TVS NEEDED



In response to the survey, we will be undertaking a full audit to understand pinch points and problems.

### TOILET FACILITIES



While not as comfortable as the toilets we have in our own homes, we make every effort to ensure our toilet facilities are of an acceptable standard. We have 45 cleaners on the concourse each matchday, servicing, maintaining and restocking the toilets for the duration.

### RESTRICTIVE CONCOURSES

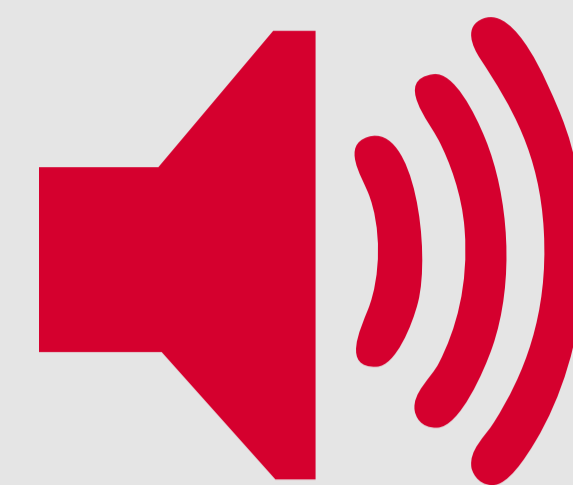
Our concourses will become restrictive when we have high attendances and a lot of people are trying to access them simultaneously. The introduction of temporary FanZones alleviates this issue, and this is an area we will be looking at developing.



# MATCHDAY EXPERIENCE

## GOAL MUSIC

The club took the decision to stop goal music in 2015 and had received a handful of negative comments for taking this step. In response to the negative feedback we took the decision to include this in our survey and 69% of Season Card Holders that replied were in favour of a return to goal music. This was reinstated at the Sheffield United game.



## PRE-MATCH ENTERTAINMENT AND HALF-TIME ENTERTAINMENT



Discussions are ongoing regarding this, particularly involving the club's commercial partners and their matchday activations.

## INTERACTION AND CLUB SERVICES

We are continually striving to provide an excellent service to our supporters. All matchday staff have customer service training before starting employment with MFC. We are grateful for all constructive feedback so please continue to contact us, details of how to can be found through the following link: <https://www.mfc.co.uk/supporter-services/how-can-we-help>

### **General Feedback on Match Experience...**

We continue to look at ways to develop the match experience, as highlighted by the GRFZ, Twe12th Man Bar, and our FanZones. We are looking at ideas for different and more regular FanZones.

We will be holding a Mini FanZone in the South Stand for the game against Derby after the final whistle. Further information to follow. Should this be a success we will look to hold further Mini FanZones in other stands.

# MFC RETAIL



## CHILDREN'S SIZES AND UNAVAILABILITY OF KIT

There were some teething issues over the summer, but these have since been rectified. All shirts are back in stock and supporters who had pre-ordered the children's missing size were offered 20% discount as a goodwill gesture and by way of an apology.

### **General Feedback on Retail...**

The new store has two changing rooms, one of which is accessible. We also have a new accessible entrance/exit door and till point.

Larger sizes right through to 6XL have been ordered and will continue to be a feature of standard stock going forward.

Season Card Holders have a 'shopping discount day' once a season, often around the Christmas period.

Our pricing is in line with other clubs. Pocket money items are offered in the main store and also in the GRFZ.

We do offer a full range of ladieswear in sizes 8-20.



# COMMUNICATIONS



## CLUB TELEPHONE NUMBER

We have addressed the issue of phone charges by changing the premium rate number to an 01642 number.

### **General Feedback on Communications...**

We reviewed the matchday programme over the summer and are continuing to issue, albeit at a cheaper price, and with smaller pagination.

# TICKETING

### **General Feedback on Ticketing...**

Evening sales for Away tickets is now a permanent service.

A membership/loyalty scheme is still in the early stages of discussion, but this is something the club are investigating.

We are constantly reviewing our ticketing service.

# MATCHDAY ACCESS & THE RIVERSIDE

## ROAD CLOSURE TIMING AND ACCESS



The aim of a road closure is to protect the public, particularly those arriving on foot, from danger. However, it is inevitable that closures will inconvenience some drivers. Our aim is to provide a fair and equitable system that balances safety with convenience.



Road closures are put in place one hour before kick-off and remain in place until a safe time after the final whistle. During this period only those with official car park permits will be allowed access through the closures. Supporters who have been issued with drop-off passes are allowed an extra 15 minutes dispensation and these passes remain valid until 45 minutes before kick-off.

## CAR PARK E

The Car Park E surface can be a concern, particularly in wet weather, and will take a significant investment to bring to the standard of the other car parks. Matchday entry will continue to be via Dockside/The Leeway gates in the three hours before kick-off.

It is appreciated that supporters arriving on foot will cross through the car park to access particular parts of the stadium although this is no different to other car parks. Where the visiting club brings large numbers of coaches, or the fixture provides a high risk of disorder, safety implications require more supporters to pass through Car Park E both before and after matches.

Egress at full-time is challenging. We do try to be as reasonable as possible and will also look to release vehicles as soon as safety allows. Initially vehicles are required to turn left towards South Bank, although once traffic flows ease on other surrounding roads, we do allow vehicles to turn right on to The Leeway. We have no desire to keep vehicles in Car Park E, or any car park for that matter, any longer than necessary.



## DOCKSIDE ROAD

Dockside Road does create a significant problem which is made worse by verge parking and unofficial car parks. Large numbers of supporters also arrive and leave this area on foot. Our road closure is placed close to the entry to Car Park E so that we do not unnecessarily inconvenience independent businesses who operate nearby, some of whom require 24-hour access for commercial vehicles.



We have tried a number of initiatives at full-time to manage both vehicle flow and footfall. However, in general these have not been well received. It is a complicated issue but we will continue to liaise with the local authority and police to consider any additional or alternative options.

## A66 UNDERPASS AND SAILOR'S TROD

Some good points were made regarding the state of the route from the town centre via these two underpasses and we will take up the points with the local authority.

## TURNSTILES ACCESS & SEARCHES

There are always likely to be searches at turnstiles particularly during the current heightened security climate. Supporters are strongly advised only to bring essential items with them and, where possible, to arrive as early as possible.

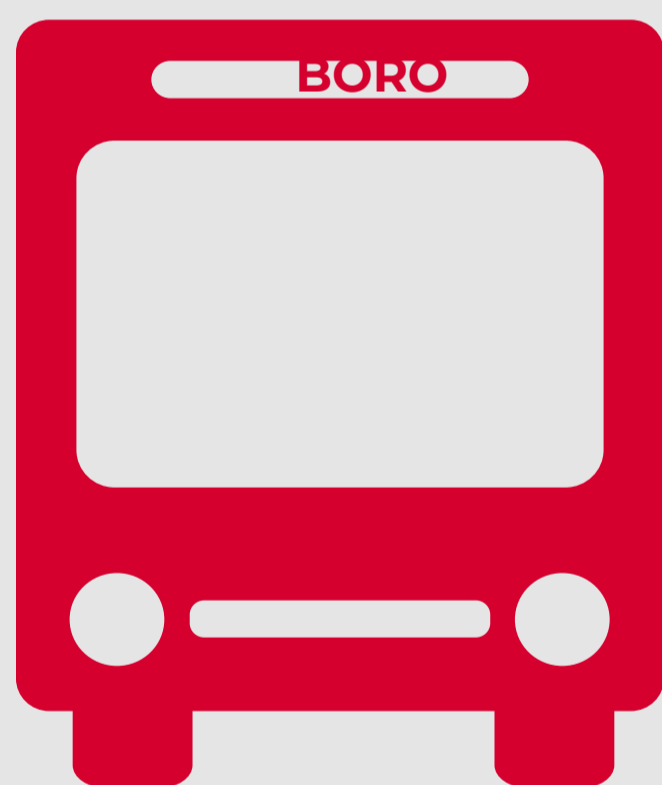


## ACCESSIBLE PARKING

We do have a significantly higher proportion of accessible parking than normal requirements. All our bays are sold on a seasonal basis although we will continue to look at further options to assist those with disabilities. Drop off passes are available to disabled supporters who are unable to gain onsite accessible parking passes although the 45-minute curfew does need to be observed.



## HOME COACH TRAVEL, PARK & RIDE



We welcome organised groups of Boro supporters to travel to the stadium by coach and provide free parking in Car Park E. General self-interest means many car and coach patrons feel they deserve to be the first to leave. Those vehicles who do wish to be among the first to leave are required to turn left to prevent unnecessary additional congestion along other routes. However, once these routes clear we happily allow all vehicles to turn right from Car Park E.

Additional park and ride schemes have been considered but transport operators are not keen to progress the concept.

## DOCK BRIDGE

There is little doubt that the closure of the footbridge over Middlesbrough dock caused a high level of inconvenience to many supporters. Once the bridge is open this hardship should end. An additional road closure point will be introduced to prevent vehicle access from the bridge to Shepherdson Way on matchdays although access will be allowed for car park permit holders. There will be no parking along the full length of the new road.

## STEWARDING

Some examples of a lack of welcome by stewards at turnstiles have been cited. We will look to address this particular issue at the earliest opportunity. It is recognised that most stewards do work well and efficiently and all undergo customer service training as part of their overall training. It is our club's policy to employ our own stewards and to restrict the need to subcontract to outside agencies to the absolute minimum. There will always be occasions, particularly for the higher risk events, where agency staff will be required.

Middlesbrough FC

# Matchday Questionnaire 2018 Summary



Thank you once again to everyone who took the time to let us have their views.

We currently have 8,870 Season Card Holders who have opted in to receive Season Card Holder Surveys. More than 10,000 Season Card Holders have not opted in.



**MFC Digital Account** 

Stay in control and create your free MFC Digital Account now or update your preferences to select the communications you want to receive from Boro. There are seven options to choose from and supporters can pick one or more when opting in:

- Weekly Newsletter (the latest Boro news direct to your inbox)
- Ticketing (e.g. **Season Card Holder surveys**, on-sale dates, renewal deadlines)
- Retail and Merchandise (e.g. new kit launches, offers)
- Conference & Events (e.g. away match beambacks, player dinners, concerts)
- Matchday Hospitality (e.g. offers, themed days, renewal dates)
- Club Information (e.g. other club news, general surveys)
- Official Club Partners (e.g. offers, promotions and events)

[Click here to create an MFC Digital Account or update your preferences](#)