



## 2018 Fans Survey Results

Firstly, we would like to say a huge thank you to everyone who has taken the time to give us their feedback. We had a total of 657 respondents, most of whom answered all of the questions. As far as we can see, there was only one rogue Lincoln fan and those answers have been swiftly discarded!

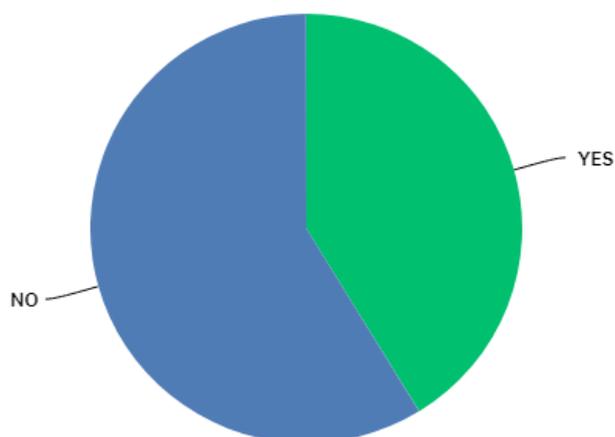
It has been very insightful and thrown up some great suggestions and ideas. As a Trust, is it important that we keep our members' thoughts, frustrations and needs at the top of our agenda. We are very aware that the last 12 to 18 months have been rocky for the Trust, to say the least, with some changes in key personnel and the loss of a real focus or identity.

The goal of the survey is to enable the Trust to work for its members as best as possible, and we must keep in mind that the survey was open to all fans, and not just Trust members. Any decisions on crucial matters will be made by canvassing members only.

It is also worth noting that for questions 3 and 10, we have had to create a range of categories for your replies. We have tried to capture these as honestly as possible.

### Question 1 – Are you a member of the Mariners Trust?

**Replies – 657**



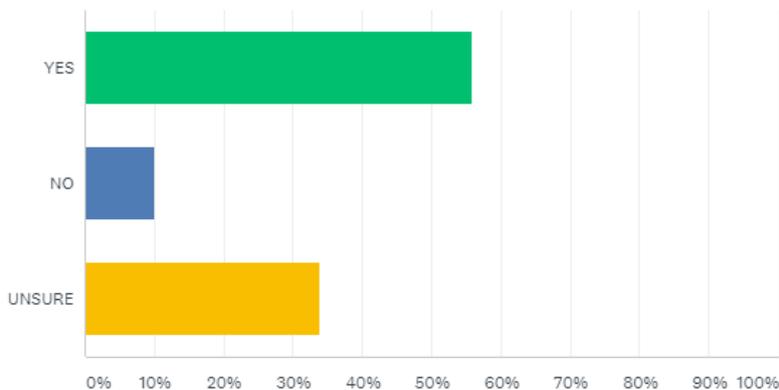
ANSWER CHOICES	RESPONSES	
▼ YES	41.25%	271
▼ NO	58.75%	386
TOTAL		657





**Question 2 - Do you know what the Mariners Trust stands for?**

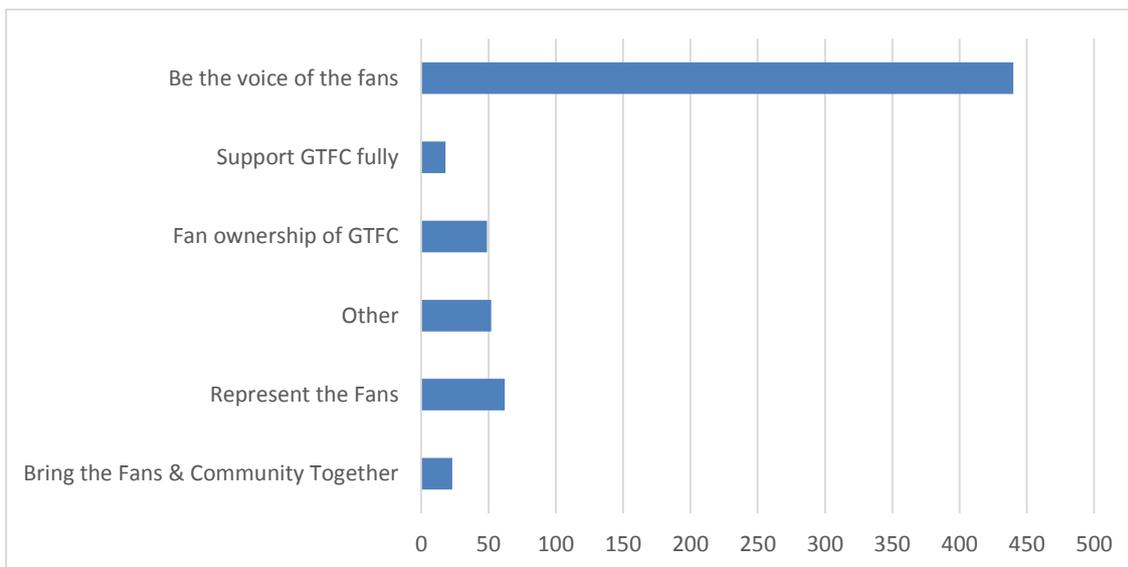
**Replies – 651**



ANSWER CHOICES	RESPONSES
▼ YES	55.91% 364
▼ NO	10.14% 66
▼ UNSURE	33.95% 221
<b>TOTAL</b>	<b>651</b>

**Question 3 - What should the Mariners Trust stand for?**

**Replies - 638**

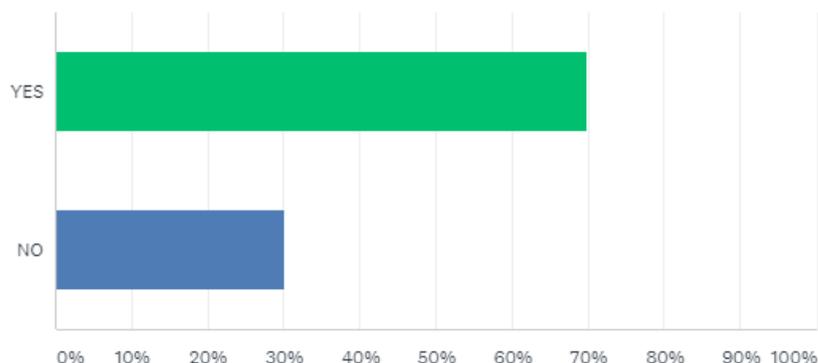


*Note: We are aware that the large amount of "other" responses will probably raise eyebrows. We must keep in mind that a large number of fans used the survey to vocalise their feelings about the previous manager. These have been categorised as "other" in this question and in question 10.*



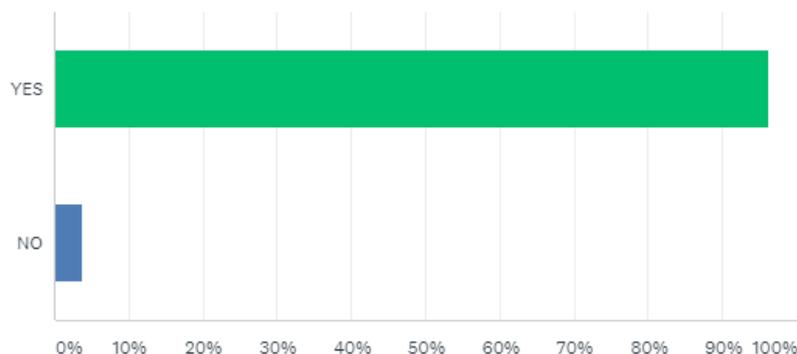


**Question 4. Do you believe the Mariners Trust does a good job? Replies – 626**



ANSWER CHOICES	RESPONSES
▼ YES	69.97% 438
▼ NO	30.03% 188
TOTAL	626

**Question 5 - Did you know the Mariners Trust has a representative on the GTFC board of directors, having a direct say in the running of the football club? Replies – 652**

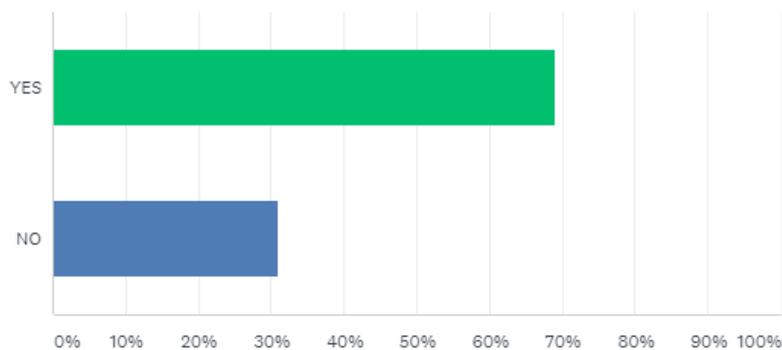


ANSWER CHOICES	RESPONSES
▼ YES	96.17% 627
▼ NO	3.83% 25
TOTAL	652



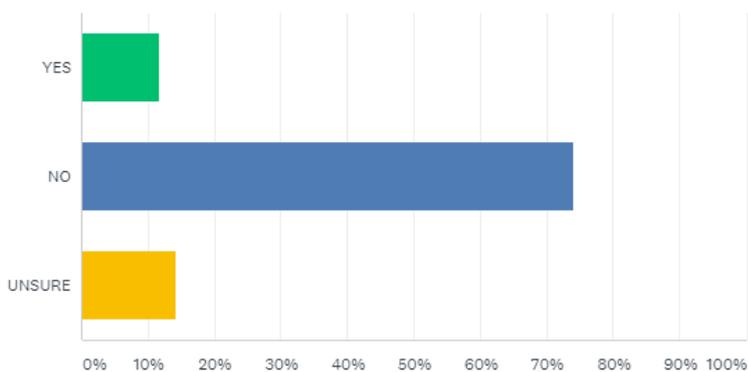


**Question 6 - Did you know the Mariners Trust pays GTFC £30,000 a year for a place on the club's board?** **Replies – 653**



ANSWER CHOICES	RESPONSES
▼ YES	69.07% 451
▼ NO	30.93% 202
<b>TOTAL</b>	<b>653</b>

**Question 7 - Do you think the Trust should pay £30,000 for a place on the club's board?** **Replies – 654**

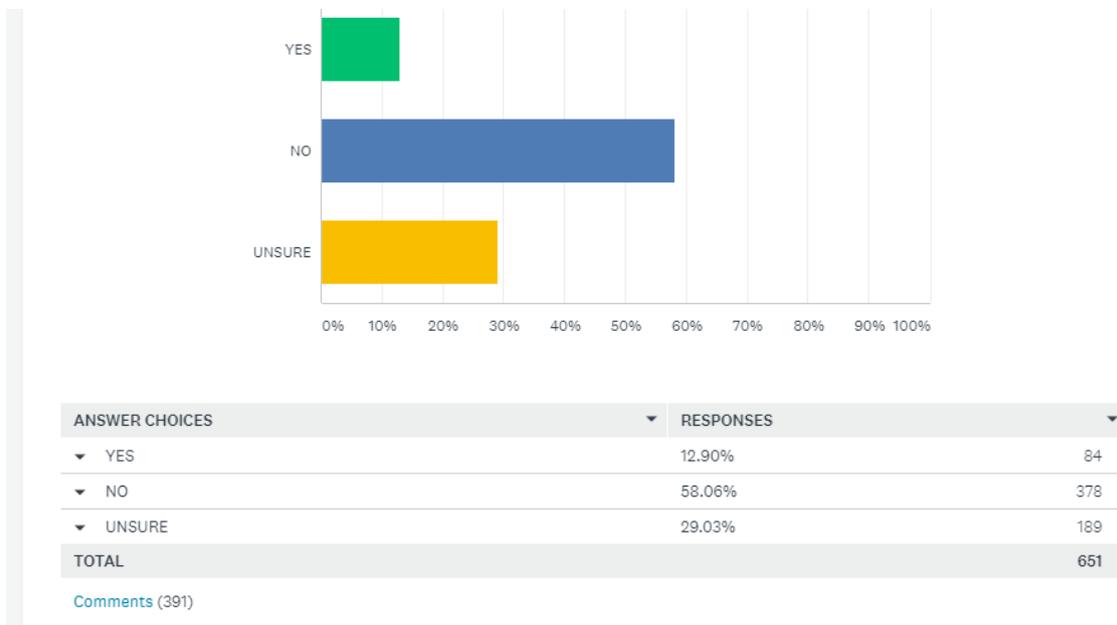


ANSWER CHOICES	RESPONSES
▼ YES	11.62% 76
▼ NO	74.16% 485
▼ UNSURE	14.22% 93
<b>TOTAL</b>	<b>654</b>

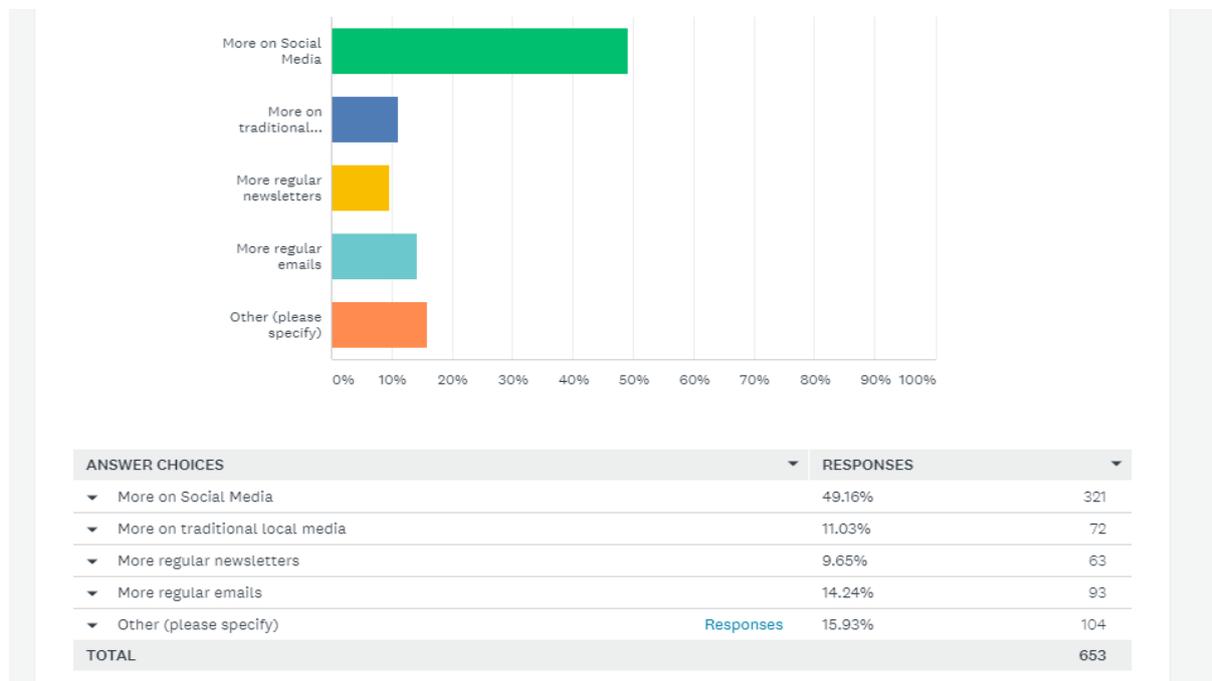




**Question 8 - Do you believe the Mariners Trust should support the changes to the Checkatrade Trophy ahead of the 2018/19 season?** **Replies – 651**



**Question 9 - How can the Mariners Trust communicate better?** **Replies – 653**



*Note: In The “other” responses were some fantastic ideas such as a quarterly newsletter, making use of noticeboards in the bars, utilising our column in the matchday program and so on. As a board, we will look into these and try and adopt as many as possible going forward.*

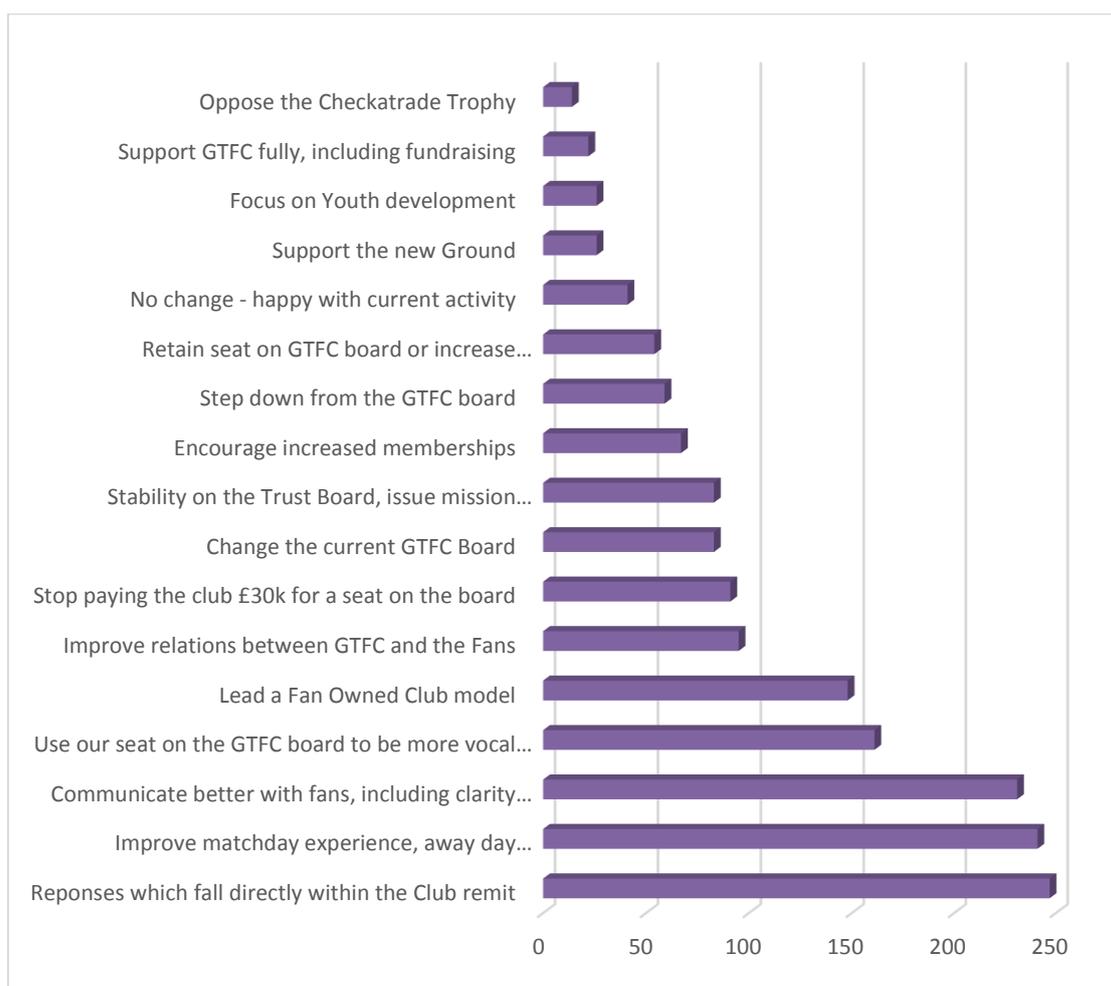




**Question 10 – Name three things the Mariners Trust should do in 2018?**

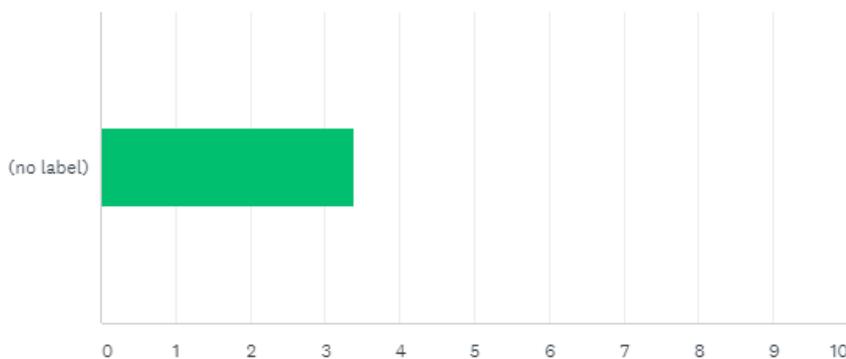
Before reading the results for this section, it is important to remember that there are certain things that fall into the club remit. As a Trust, we can discuss these at board level but have no direct control over sacking players, managers or board members. We understand the fans’ need to vent their frustrations, however this has sadly diluted the impact of the survey somewhat. It would be improper of us to assume that someone calling for a change of regime is calling for us as a Trust to take over the running of the club. Wherever possible we have avoided making assumptions and used the whole of each respondent’s survey to gauge their feelings. Sorting these responses has been somewhat of a minefield and we accept we may have misinterpreted the occasional response, however we have done our best to try and understand the crux of each response and categorise it accordingly.

In total, we had 1691 suggestions of things we should aim to do in 2018 and beyond.





**Question 11 - On a scale of 1 (excellent) to 5 (poor) how would you rate the Mariners Trust?** **Replies - 646**



	1 - EXCELLENT	2	3	4	5 - POOR	TOTAL	WEIGHTED AVERAGE
(no label)	5.73% 37	26.63% 172	49.23% 318	13.93% 90	4.49% 29	646	3.38

**Demographics**

The survey was answered by a total of 584 males, 44 females and 13 people who did not wish to submit their gender. Of the respondents, 56.73% were local to the Grimsby area, 37.16% were exiles and 6.12% split their time between Grimsby and somewhere else in the world.





## **What happens now?**

As a board, we have to take a look at the results of the Survey and consider our options carefully. It is quite clear that first and foremost, we need to communicate better with our membership and the wider fan-base and also do whatever we can to improve fan engagement both at Blundell Park and at away games.

We have to consider whether the highly influential matter such as withdrawing the £30,000 and withdrawing from the GTFC board need to be put to our membership to vote on.

We cannot make promises that things will happen overnight, there are big decisions to be made and these need to be carefully considered.

What we can do is ensure we communicate – everything we discuss at our meetings is published in the minutes which are available on the Trust website. We also welcome anyone who would like to suggest items for our agenda, or who would like to come along to meetings to email us. We have never tried to hide away, we are open to opinion and suggestion at any time.

We will aim to issue an update on matters directly relating to the survey at the end of March.

