

Programme notes v Salford

Good afternoon and welcome to today's game against Salford which will be their first ever visit to Blundell Park. We hope the supporters of "The Ammies" enjoy their visit to Cleethorpes and have a safe journey home.

These notes have been done before the Macclesfield and Crawley games due to the Christmas break and so hopefully we are starting the game today on the back of decent results which our recent performances have certainly deserved.

We have just received an independent report produced by Kevin Rye of Fan Insights which is a study of Fan Engagement performance across the 92 clubs. In the league table we came out a creditable joint 11th with fan owned clubs Exeter and Wimbledon taking the top 2 places. The assessment was made using three main criteria:

Dialogue – The process of engagement

Governance- How engagement is underpinned through agreements, rules and regulations

Transparency – How the engagement is shared and made public

For dialogue we scored 45 out of a possible 80. In this area we are strong in terms of relationship between club and trust, but we need to improve on fan forums (any fan can attend). We could also score higher by widening the representation of the fan base in the regular dialogue with the club. Other club's do this through something like a Fans Parliament which would be made up of representatives of all aspects of the fan base such as away travel club, disabled supporters, exile supporters, message boards (fishy), young supporters, senior supporters etc etc. This is an idea we have had in mind for a while and is something we now intend to pursue through Dave Roberts who is championing fan engagement for the club.

In terms of Governance we scored 65 out of 80 which is joint highest and acknowledges the club's commitment through entering into a memorandum of understanding with the trust. It also reflects the appointment of two SLO's, having 2 fan directors and a comprehensive fans charter.

Transparency is the area that we scored the lowest with 15 out of 80 and therefore our biggest opportunity to improved. The score could be improved by making public agendas and minutes of board meetings and other meetings. The Trust do actually publish minutes on our website but need to be better at advertising them. The club do not currently publish minutes and it is something we will look at with them but obviously there is a large element of confidentiality which needs to be respected. One thing the club do well is publish the video of the annual AGM completely unedited with a couple of hours of the meeting finishing.

Fan engagement is something both the club and trust are determined to keep improving and reports such as this are invaluable for us to understand best practice across all the clubs and the way this area is continually developing through the likes of social media, expanded SLO roles, improved customer charters and increased number and types of meetings. The full report can be viewed on website www.marinerstrust.co.uk and if you have any comments or questions about this subject please do not hesitate to contact us.

Enjoy the game and as usual let's get right behind the team.

Up the mariners

Mariners Trust Board.