



Mariners Trust Programme Notes – 30th March 2018 – GTFC V Stevenage

Written by Ian Townsend

Now the dust has settled on the actual event I wanted to use today's Mariners Trust programme space to look at:

- * some of the more important pointers the survey has given us;
- * some of our plans to deal with the issues which galvanised a fantastic 653 people to reply to our first survey.

Although the response rate was magnificent, what was slightly concerning to my colleagues and I was the fact that over 50% of respondents weren't actually members of The Mariners Trust. Our issues with our membership system have been well documented over the past few months and, whilst we are well down the road of rectifying many of the problems, we have identified a need to simplify our processes. We also need to make membership more attractive, especially for our lifetime members who have made a lifelong commitment to the Trust, and, our juniors who represent the fans of the future. With these in mind we will be talking to local businesses to explore whether there are mutually beneficial schemes that can be set up and, we will return the Junior membership to its former glory with plenty of competitions and chances for youngsters to interact with their heroes.

Another more worrying aspect is that over 30% of respondents were unsure what The Trust stand for. Our message needs to be clearer. We ARE the voice of the fans of GTFC. Our "Mission Statement" has to be stronger and we have to engage better with fans to ensure that we know what the issues are. You won't be surprised to hear that there is a caveat to that in that some of the issues that fans find particularly pressing are outside of our remit to deal with—mainly because we lack the level of control to implement things. This was evident in the response to Question 10 (Name three things the Mariners Trust should do in 2018) where the highest vote came for a mixture of things that were directly within the remit of GTFC. On reflection the question may have been too open but results do not show any clear majority for The Trust leading a fan owned club model. Whilst nobody on the current Trust Board wouldn't totally dismiss such a proposition it would only be fair to point out that none of the current Board members wish to be involved in such an exercise. Likewise the survey shows no clear feeling for us to surrender our place on the Board of GTFC. However it would be very wrong of us to dismiss both of these views and the issue now is how do we establish whether we need to move to a vote of the whole membership on these two separate issues. Hopefully by the time of the next home match versus Chesterfield we will be able to provide you with an update.



