



# CARLISLE UNITED

## 2022/23 FIRST VISIT REPORT

Welcome to your 2022/23 Family Excellence Scheme first visit report.

The following pages provide all the important summary information from the visit, with key feedback and scores summarised as a 'snapshot' of the full assessor report.

The full assessor report follows on under this summary report.

### MATCH DETAILS



**CARLISLE UNITED**

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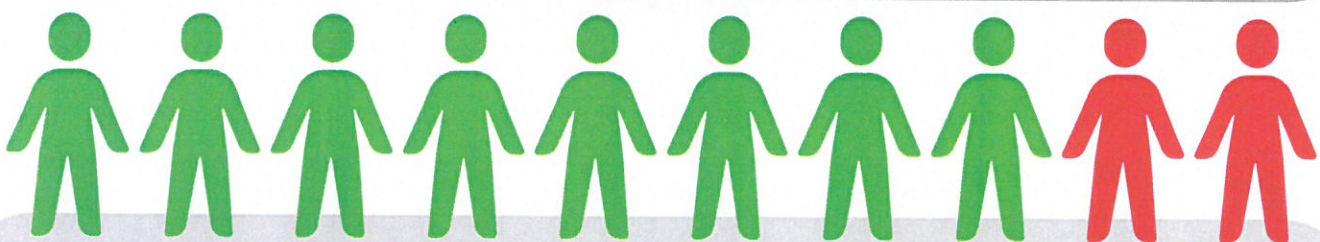


**ROCHDALE**

3

BRUNTON PARK | SAT 3 SEPTEMBER 2022, 3PM

ATT: 5,023 | OVERCAST



### FIRST VISIT REPORT SUMMARY

## Club sees families as integral to the match day



Carlisle United has, for some time now, been a centre of excellence when it comes to family engagement and this first assessment visit of 2022/23 highlights a number of strengths, from the quality of info available (website and social media) to the Fan Zone and from the dedicated Family Stand and the excellent Family Zone and its myriad activities to the interesting selection of match day refreshments available (with fresh pizza). The overall impression is that the club sees families as integral to its match day and, as a result of this, its chances of attracting and retaining more future fans are increased. The assessor has identified some improvement areas in areas such as getting in touch with the club, finding broken links on the website and in issues relating to pre-ordering refreshments for half time. He also suggests creating a 'here to help' team to welcome, offer advice and ensure no opportunities to collect feedback are missed.

## TOUCHPOINT SCORES

WEBSITE	9	RETAIL & MERCHANDISE	8	8 LAST SEASON
TICKETING	8	REFRESHMENTS	7	8 LAST SEASON
SOCIAL MEDIA	7	INSIDE THE STADIUM	9	9 LAST SEASON
TRAVEL & LAST MILE	8	MATCHDAY STAFF	7	9 LAST SEASON
FACILITIES	8	POST-GAME FEEDBACK	5	
OUTSIDE THE STADIUM	8	FEELING VALUED	9	8 LAST SEASON

## ASSESSOR FEEDBACK



Very engaging 'family zone' staff in family room. The representative was walking around the room engaging with children, asking the mascot to move around etc.



[In the] 'Pioneer Family Stand' the club proactively tries to create the idea of it being a family area, albeit it does not restrict to families. We were probably unlucky, but we had 3 fans in front of us who were rude and stood at every opportunity. A steward was less than 5 metres away.

## GOOD-TO GREAT RECOMMENDATIONS



An opportunity for new fans (especially those with kids) to register the fact they are attending for the first time, so that the club could provide something special by way of the experience, to ensure they come back? (see Sheffield United 'Home Debut' scheme).



Offer a twitter page for the family area and engaging 'older' children to follow this site. Monitor other football and sporting organisations on social media to observe examples of best practice (i.e. a hashtag for matchday experiences #weareunited, #cufc)



Add family activities in fan zone – simple face painting/local suppliers offering activities is a good start but there is also skills challenges, inflatables and other activities that can be added at relatively low cost.



Make the shop a must visit destination for families. Mascot/players autograph opportunities? Develop something collectible, such as player cards or pictures that could be used to get autographs etc / ensure customers come regularly.

## BENCHMARKING

**6<sup>TH</sup>**  
7 IN 2021/22



YOUR AVERAGE SCORE **7.8**

DIVISION AVERAGE SCORE **7.0**

**32<sup>ND</sup>**  
30 IN 2021/22



EFL AVERAGE SCORE **7.4**

## LAST FIVE SEASONS



2017



2018



2019



2020



2022

- GOLD AWARD
- AWARDED
- NOT AWARDED
- NOT APPLICABLE

## CONTACT AND SUPPORT

Please contact us if you'd like any advice or support. We're here to help.

Our team, and long-term Family Excellence partners, The Fan Experience Company, can provide you with expertise, best-practice examples and strategic advice on fan engagement and the matchday experience at your club. We can also provide support on specific touchpoints. Talk to us to find out how we can help your club.

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# 2022/23 FIRST VISIT ASSESSOR'S REPORT

