



OLDHAM ATHLETIC

2021/22 OVERALL SUMMARY REPORT



INTRODUCTION

This overall summary report combines a detailed view of the second assessment visit to your club this season, as well as a summary of the overall experience based on both that and your first visit earlier in the season.

The report contains the following sections:

- An executive summary page, containing the overall score for the season as well as an overall summary and benchmarking.
- The key scores from the second visit, as well as a recap of the first one.
- A two-page summary of the second visit touchpoints, with assessor feedback and, where applicable, recommendations for improvements.
- A support page, including contact details for the EFL Supporter Services team and information on what further help is available for clubs

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EXECUTIVE SUMMARY

2021/22 OVERALL SCORE

8.0



OVERALL 2021/22 SUMMARY

Impressive improvement in family engagement

Having lost Family Excellence status in the season prior to the pandemic, the Latics impressive improvement is owes a great deal to the contribution of the work of the OACT whose family engagement is not only of high quality and warmly delivered, but also completely unique with our second assessor reporting opportunities to 'find the owl' (nothing to do with locating Sheffield Wednesday fans apparently) and to decorate plant pots. The evident planning involved to deliver this shows a great deal of care.

Elsewhere in the fan experience, there is some inconsistency, but those moments appear to coincide with areas outside of the Community Trust's control. Some areas of the experience do need to be monitored so that improvements can be implemented.

However, thanks to the focus on families at the majority of touchpoints, a club struggling on the pitch is approaching 'world class' off it.

2021/22 VISIT SCORES

FIRST VISIT

30 OCT 2021



8

SECOND VISIT

6 FEB 2022



8

SECOND VISIT

sky bet LEAGUE TWO

BOUNDARY PARK | 26 MARCH 2022



Oldham Athletic 1-2 Mansfield Town



CLEAR AND SUNNY



8



OVERALL SCORE



FIRST IMPRESSIONS



SOCIAL MEDIA



TRAVEL



STADIUM VICINITY



RETAIL



REFRESHMENTS



INSIDE THE STADIUM



PEOPLE*



FRIENDLINESS*



FEELING VALUED*



AVERAGE TOUCHPOINTS SCORE 8.3

BENCHMARKING

To benchmark your scores for each visit, and your overall 2021/22 rating, the numbers below indicate your Club's position in your division and the EFL overall:

FIRST VISIT



SECOND VISIT

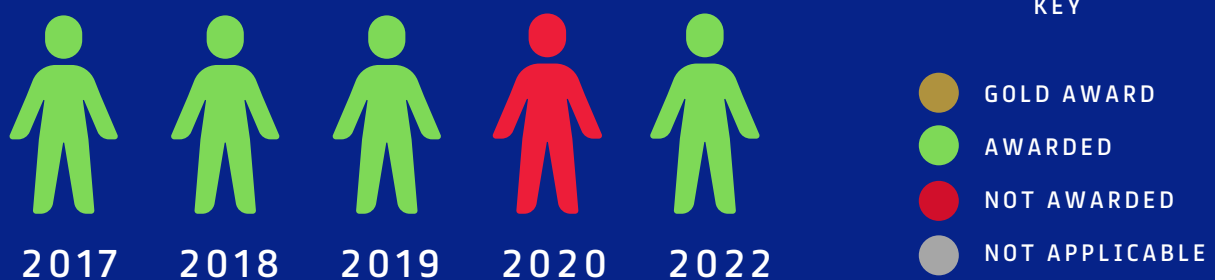


OVERALL 2021/22 POSITION



AWARD HISTORY

The figures below outline how your Club has performed in the previous five seasons (the programme did not take place in 2020/21 due to Covid):





FIRST IMPRESSIONS

9

"The site makes it very clear that there is a family section within the appropriate areas of the website. However, there is a graphic within the first time guide (under how to get to Boundary Park) that I believe would benefit from the addition of the Jimmy Frizzell Stand and OACT Family Stand labels."



SOCIAL MEDIA

7

'The club shares weather information from a local account. Further to this, the club also provided an update ahead of kick-off that a fan bar was closed due to unforeseen circumstances. I appreciated the advance notice rather than waiting for fans to rock up expectantly to a closed fan bar.'



TRAVEL

9

"The club's guide details the quickest ways of getting to the ground and mentions the club car park next to the stadium as one accessible option for supporters."



STADIUM VICINITY

9

"The family stand is a smaller section of the Rochdale Road End at Boundary Park, though there were multiple considerations made for families, such as the activities mentioned earlier (find the owl, plant pot decorating, tuck shop) and there was also the junior lounge inside the family stand."



RETAIL

6

"There was a particularly awkward conversation with the staff member at the tillpoint where I enquired as to the cost of the sweets to his right. "They're 3 for 2", was met with my asking again how much, to which he replied "£6", so I wasn't quite sure if that was steep, the price for each, or the two."

RECOMMENDATION

AS WE MOVE CLOSER TO A CASHLESS SOCIETY, CONSIDER HAVING CARD PAYMENT OPTIONS AT ALL PARTS OF THE STADIUM TO AVOID DISAPPOINTMENT WHEN FANS TRY TO PURCHASE



RECOMMENDATION

CONSIDER ADDING OF SHELVES ALONG THE WALLS OR IN ANOTHER SPACE NEAR TO THE REFRESHMENTS KIOSKS TO MAKE IT EASIER FOR FAMILIES TO EAT THEIR FOOD

REFRESHMENTS



"There were no barriers, and all queue management essentially just relied on the good will of patrons to queue in an orderly fashion. All the staff manning each point of purchase were responsive and conversation was pleasant."

8

RECOMMENDATION

IT'S IMPORTANT THAT ACTIVITIES AND A MASCOT ARE UTILISED WITHIN THE STADIUM TO PREVENT KIDS GETTING BORED AND TO PERSUADE THEIR PARENTS TO WANT TO RETURN IN FUTURE

INSIDE THE STADIUM



"There was a real void of entertainment away from the family area. There was nothing that did too much in the way of entertaining supporters at half-time, and I felt the lack of a mascot was really felt."

8

PEOPLE*



"I observed excellent stewarding from the stewards working in/around the family stand. Where kids would gather, standing toward the bottom of the stand, rather than instruct them to get back to the seats and sit, they allowed them to enjoy the match/atmosphere together. It was refreshing."

9

FRIENDLINESS*



"The club are making clear efforts to make families and children feel welcome at Boundary Park from pre-match to post-match and all the way throughout. It felt like it was a safe and friendly place to bring children. I think their efforts are commendable and certainly well received."

9

FEELING VALUED*



"Adam Street reached out via email a couple of days after the game, noting that they noticed I was a first time visitor, wished me well and hoping I enjoyed the game, whilst also mentioned they'd love to see me back at Boundary Park again. I thought this was a great touch, and I hope they do this for all first-timers."

9

*this touchpoint is scored based on the overall experience at all of the other touchpoints

CONTACT & 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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