**Chelsea Football Club Executive Summary**

***Fans and Hospitality customers Satisfaction Survey Results 2015/2016***

**1. INTRODUCTION**

For the 12th successive year we have undertaken a satisfaction survey with both Fans and Hospitality customers, to measure levels of satisfaction with ‘the match day experience’. This is the first year we have undertaken a satisfaction survey with Disabled fans.

To undertake the surveys we have again used TLF Research, who are an independent research company who specialise in satisfaction surveys across a wide range of leisure and business sectors.

**2. METHODOLOGY**

The surveys cover the ‘match day experience’ of Fans and Hospitality customers, with the questions determined by groups of Chelsea Fans and Hospitality customers. Levels of satisfaction are compared from one season to the next.

Each requirement listed in the questionnaires is measured on a 1 to 10 scale, where 1 means ‘very dissatisfied’ and 10 means ‘very satisfied’. This enables us to record an overall Satisfaction Index for both Fans and Hospitality customers that can be compared over time.

**3. HOSPITALITY CUSTOMERS SURVEY 2016**

In total 227 self-completion web surveys were completed (compared to 217 last year).

* Overall Satisfaction Index 2016 is **80.0%** (up from 79.9% in 2015). It is worth noting that this is the second highest Satisfaction Index for Hospitality customers ever achieved by Chelsea FC.

Areas of Satisfaction

* *Availability of match-day programmes*
* *Level of respect from match-day staff*
* *Safety*
* *View from seat*
* *Friendliness of staff*

Areas of Dissatisfaction

* *Guests to be seated by kick-off/by start of second half*
* *Access to non-hospitality match tickets*
* *Speed of bar/table service at half time*
* *Value for money of Annual Hospitality Membership*

Recommended ‘priorities for improvement’:

* *Quality of the food*
* *Speed of bar/table service at half time*
* *Guests to be seated by kick off/by start of second half*

**4. FANS SURVEY 2016**

3022 web surveys were completed. This compares to the 3267 completed last year.

* Overall Satisfaction Index 2016 is **69.7%** (down from 71.0% in 2015). This is the fourth highest Satisfaction Index ever achieved by Chelsea FC on the fans survey.

Areas of Satisfaction

* *Safety at the stadium*
* *The match day programme*
* *Overall standard of stewarding*
* *Ease of turnstile access to the stadium*

Areas of Dissatisfaction

* *Price of tickets (Premier League matches)*
* *Price of the food and drink*
* *Club approach to booking fees*
* *Availability of Premier League match tickets*

Recommended ‘priorities for improvement’:

* *Availability of tickets (Premier League & European/Cup match)*
* *Atmosphere within the stadium*
* *Price of tickets (Premier League matches) and food*

**4. DISABLED FANS SURVEY 2016**

306 web surveys were completed. This is the first year the Disabled Fans survey has been run.

* Overall Satisfaction Index 2016 is **80.4%**. This is the highest performing of the three surveys run in 2016.

Areas of Satisfaction

* *Helpfulness of stewards*
* *Ease of entering the stadium and reaching your seat*
* *Safety at the stadium*
* *Helpfulness of other match day staff*

Areas of Dissatisfaction

* *Access by car (including parking)*
* *Price of food and drink*
* *Ease of access to kiosks*
* *Quality of food and drink*

Recommended ‘priorities for improvement’:

* *Location of your match seat*
* *Access (by car and to kiosks)*
* *Wheelchair users*

It is also recommended that the Club use available channels to communicate with Fans the survey findings, and also subsequent actions taken or planned by the Club to further improve Fans’ satisfaction with the ‘match day experience’ going forwards.