

# MCT Survey results





# OVERVIEW



MCT membership engaged was **1016**

The survey was open for **25 days** (29<sup>th</sup> December 2024 to 13<sup>th</sup> January 2025)

There were **407** responses collected. A **40%** response rate of MCT membership

*This is significantly more people than attended the AGM (59 people) and a good response when conducting surveys (typically 25 to 30%), showing an engaged membership*

*The number of people completing question 1 (100%) and question 30 (84%) remains in line with expected drop off (10 to 15%)*



Chartered Accountants



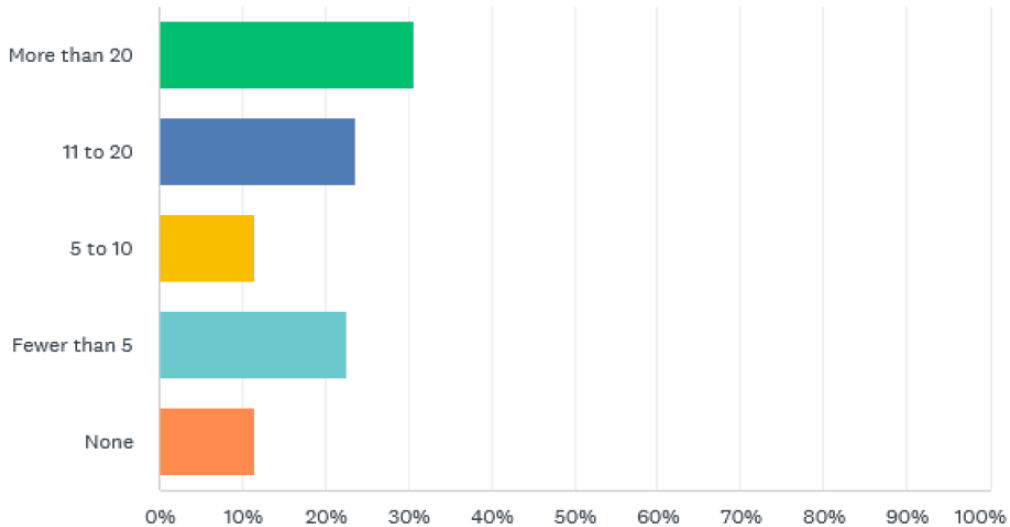
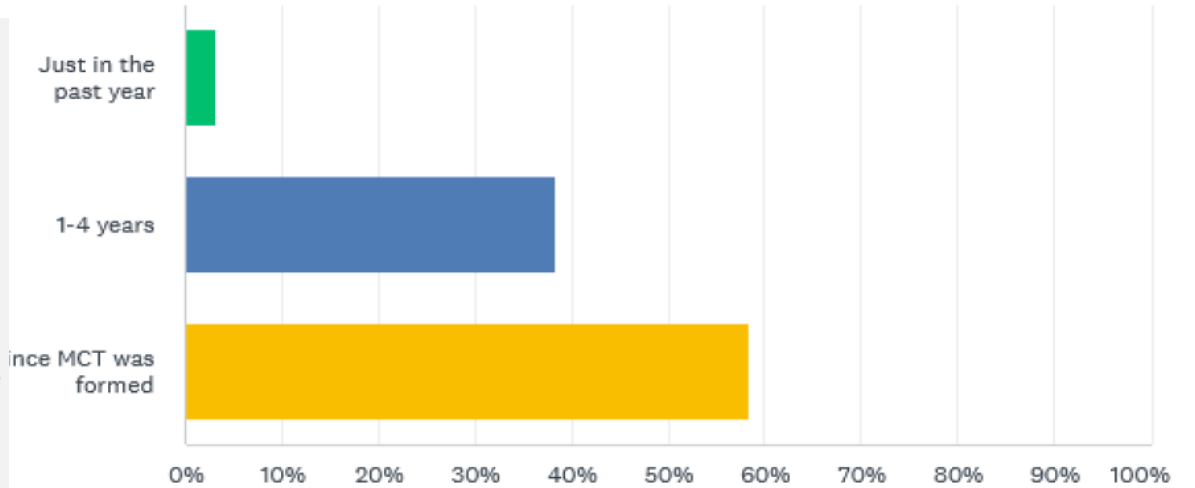
# RESPONDENTS

Of the respondents **58%** have been members since MCT was formed

**38%** have been MCT members between 1 and 4 years

Just **3%** of respondents have been with MCT for less than 1 year

*This shows us the majority of members have been with MCT for multiple years, and offers an opportunity to look at how to widen membership*



Of the respondents **54%** are regularly (more than 11 games per season) attending home matches

However, **34%** are attending less than 5 matches per season

*Accounting for a small number of overseas members, the number of MCT members attending a small number of games could be an area of focus*







# CONTRIBUTIONS

On average 89% of participants responded to the question of where should MCT prioritise contributions

The largest area was on **First team spending** with **81%**

The next most popular answers were additional spending on **Projects** and **capital investment** with **71% to 68%**

Youth development and apprentices were next with **68%**

The lowest group was to **maintain funding then transition to projects** with **61%**

*There is a clear expectation that funding for the first team should be maintained as the primary goal, to at least 80%, with additional funds for investment in projects and youth/apprentices a consideration.*

Strong verbatim comments were received for understanding how MCT contributions are being used within GMFC

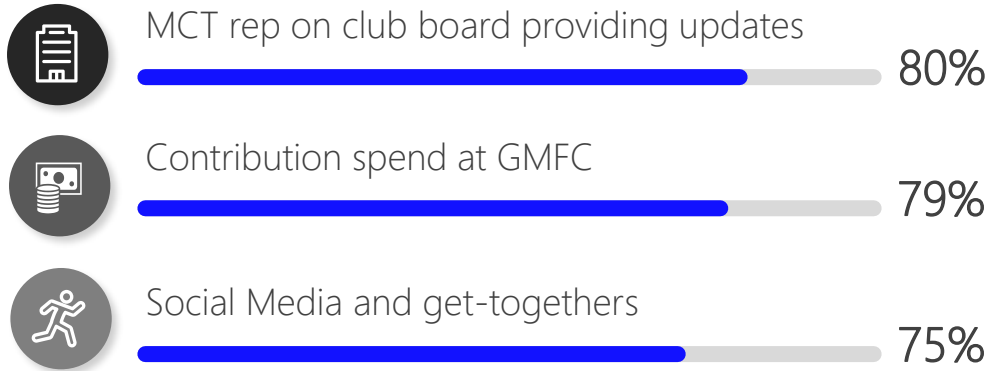


Membership growth remains a priority to facilitate funding in the Morton first team  
A new MCT operations team is currently being established to work with the club on investment in Cappielow





# COMMUNICATIONS



Very strong verbatim comments received on transparency from GMFC to MCT and disjointed priorities/approach  
Improvements from MCT to members also required

The MCT Communications team have reintroduced regular newsletters and are looking at how best to engage going forward  
Following the AGM and recent MCT board appointments and the operations teams being established, ways of working with GMFC are a focus

On average 88% of participants responded to the questions on communication with members

The 2 highest response items relate to MCT rep(s) on the club board providing updates (80%) to the MCT membership and understanding where MCT contributions are being spent at GMFC (79%)

Social media and get togethers also received a high response at 75%, there is clearly a demand for additional engagement

*All questions received high positive response, showing communications will be key in engaging the membership.*

*This is likely due to the period where communication was limited.*

*There is a clear priority for more information related to the MCT rep(s) on the GMFC board and contributions.*





# MEMBERSHIP & FUNDRAISING

On average 85% of participants responded to the questions on membership and fundraising

The priority was on increasing membership (local, Patrons, local business and exiles) with 86% & 80% respectively.

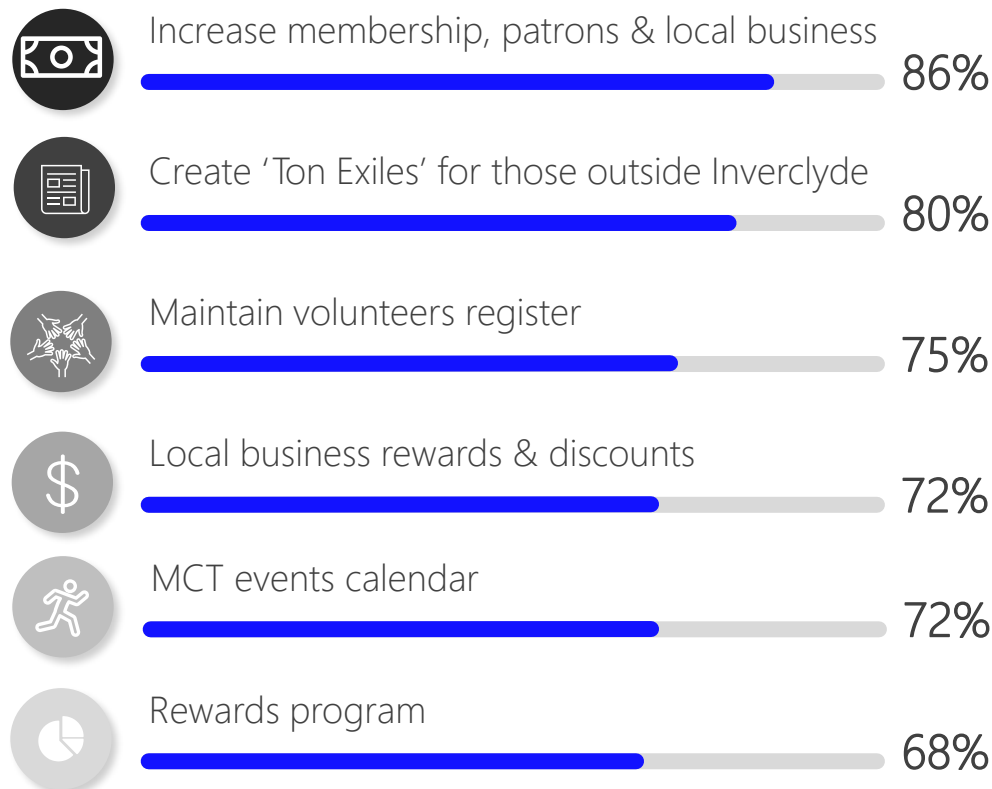
Supporting the club with volunteers was next with 75%

Next was the option of rewards, discounts and events with 72% & 68%

*The primary goal is focus on increasing membership, local business engagement and engage those based outside Inverclyde.*

*Secondary areas all scored highly*

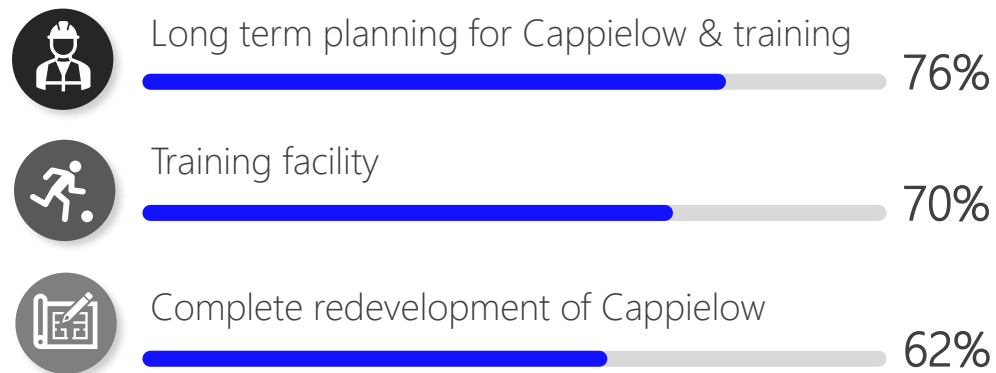
The MCT Membership team is working on growing the membership, with a Commercial membership scheme also being explored.



Verbatim comments included maintaining focus on increasing membership. As well as asking existing members to increase contributions, £10 from 5 years ago has been devalued to £8 today



# GROUND & FACILITIES



Verbatim responses were mixed in this area. Many have highlighted the need to invest significantly in infrastructure due to the age and condition of the ground. Other respondents stated that is not a realistic aim of MCT and suggested a focus on smaller items like toilet facilities. Another focal point was areas that return funds to the club, like the fan zone.

On average **83%** of participants responded to the questions on ground and facilities

The most popular response was for **long term planning** for Cappielow & training facility at **76%**.  
Second was for only a **training facility**, coming in at **70%**.

*When looked at alongside the **Contributions** slide the second / third priorities were around long-term adjustment of a proportion of funds towards capital investment, this is aligned with the facilities top priority also being long term.*

*For MCT this would mean membership, communication and first team funding remaining the 1 to 2 year focus with capital investment becoming a strategic priority for years 2/3 onwards*

A new MCT team is being established to work with the club on developing and investment in Cappielow



# AIMS & OWNERSHIP

On average **84%** of participants responded to the questions on aims and ownership.

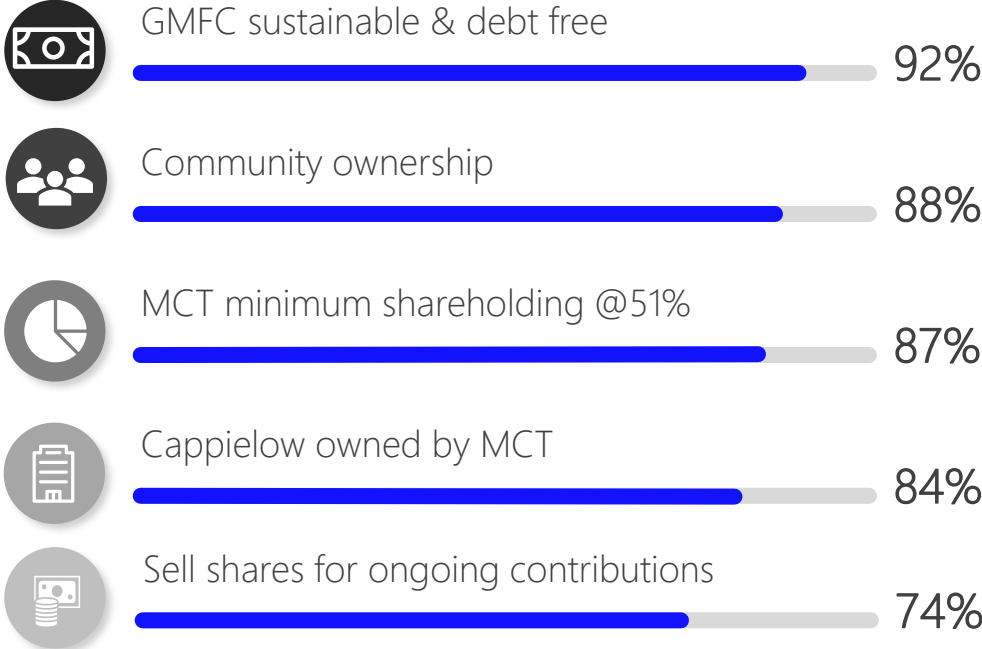
*For questions 26 through to 31 to still be receiving 84% of respondents answering shows a good level of engagement*

**92%** expect MCT to focus on GMFC being **sustainable and debt free**

In addition, **88%** expect **community ownership** to remain and 87% expect MCT to retain a minimum of **51%** ownership

**Selling shares** in GMFC to parties who commit to match funding received **74%**, the lowest score, however this is still a positive endorsement of the idea

Each MCT Operations team is designed to feed into making MCT as strong as possible and GMFC sustainable and debt free.



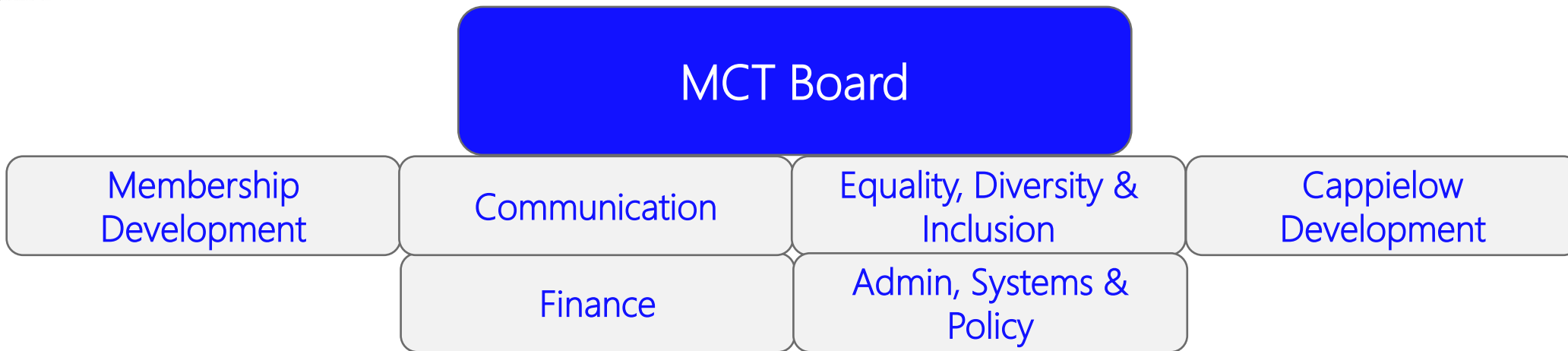
Verbatim comments were very clear around MCT retaining community ownership  
There was also feedback around not being reliant on Dalrada, building a financial reserve and diversifying investors / sponsors







# MCT OPERATIONS TEAMS SET-UP



Team	Purpose
Membership Development	Growing the MCT membership and engaging commercial membership/partners
Communication	Delivering communications for MCT, across all platforms; website, email, social media and press
E, D & I	Supporting MCT becoming a diverse and inclusive organisation, representing all sections of our support
Finance	Managing MCT's financial health and planning, membership contributions and expenditure
Admin, Systems & Policy	Provide MCT with the systems and processes to support wider operational teams and MCT members
Cappelow Development	In the early stages of being established

# CLOSING ANALYSIS

To collect a **40%** response rate shows good engagement on the MCT survey.

Key themes emerged during the survey that should be used by the MCT board for each of the strategic pillars that have been put in place and the types of initiatives they look to focus their time on.

- The answer with the highest response rate is for **GMFC to be a sustainable, debt free club in community ownership**
- The majority of members have been with MCT for more than 1 year, and **increasing membership** remains a key focus of MCT members, the opportunity exists to look at new membership areas
- There is a clear expectation that **funding for the first team** should be maintained as the **primary goal** (1 to 2 years)
- Additional funds for **capital investment in projects and youth/apprentices** are a consideration as a **secondary strategic priority** (Years 2 / 3 onwards).
- *Diverting larger funds away from the first team was **not** a high priority*
- There is a clear priority for stronger **communication from the MCT rep(s) on the GMFC board** and on GMFC contributions

*Special thanks to Jon Keen for devising and launching the survey and Gary Bradley for the use of his images*