



# Greenock Morton Supporter Survey

January 2022



## INTRODUCTION

**This is the first time all Morton supporters have been given the opportunity to share views with the club directly. The wide-ranging survey was open to all Morton supporters.**



The results provide an insight into opinions and attitudes of supporters on a range of key topics of importance. This survey is a starting point. As a community owned club, fan engagement will be front and centre of how we move forward.

It will be the first of many and will set the benchmark as we continue to listen to supporters, gauge opinion and improve going forward.

It gives the club, and MCT, a greater insight into the wider fanbase and MCT members. Who they are, where they're from and what matters most to them.

Survey responses and fan data have been analysed and shared with the club. Based on the feedback supporters have shared, suggested actions have been presented to the club board, CEO and MCT board to help build a better Morton.

## EXECUTIVE SUMMARY

## EXECUTIVE SUMMARY

Over 1,000 supporters fed their thoughts and opinions into the survey, giving a lot of valuable insights and data to analyse.

- **93%** of supporters responding were male. **6%** of supporters responding are 20-years-old or younger. There's a suggested action to **increase the diversity** of the fanbase, and **attract younger age groups** to interact with the club and ultimately attend matches.
- Supporters want to **be communicated to** and **be sold to** more often. Morton supporters want to see **more content** from the club and they're encouraging **more commercial** messages to come from the club directly to them, with a desire for the **quality and variety** of club products to also improve.
- Supporters believe there's a lot that can be done to **improve the Cappielow matchday experience**. That doesn't just include facility upgrades. Suggested actions also include introducing additional activities for supporters on a matchday and at half time.
- From the responses received, more still needs to be done from both the club and MCT to communicate the **way forward as a community owned club**. The short and long term aims for the club to be **sustainable** and the **benefits of joining MCT** must be outlined and shared with supporters.

**ABOUT SUPPORTERS**

## ABOUT SUPPORTERS

Partial responses have been included in the analysis to give a wider representation of views and opinions. The total figure was **1,118** and there were a total of **7,251** comments.

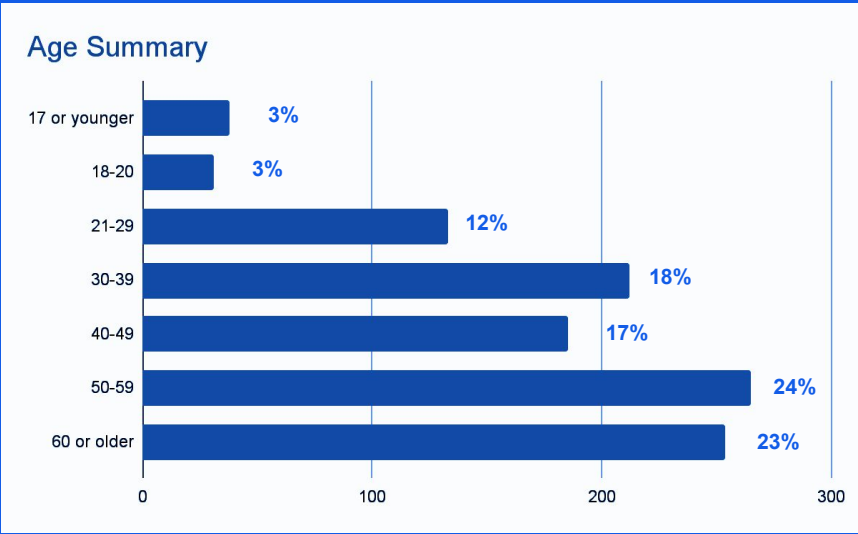
**64%** of supporters are aged 40 or above, with just **6%** of supporters being 20-years-old or younger.

The largest response came from supporters aged between 50 and 59.

**7%** of supporters that responded were female, and out of the 1,118 respondents **6%** consider themselves to have a disability.

**558** supporters are local to Inverclyde. Under half of all respondents.

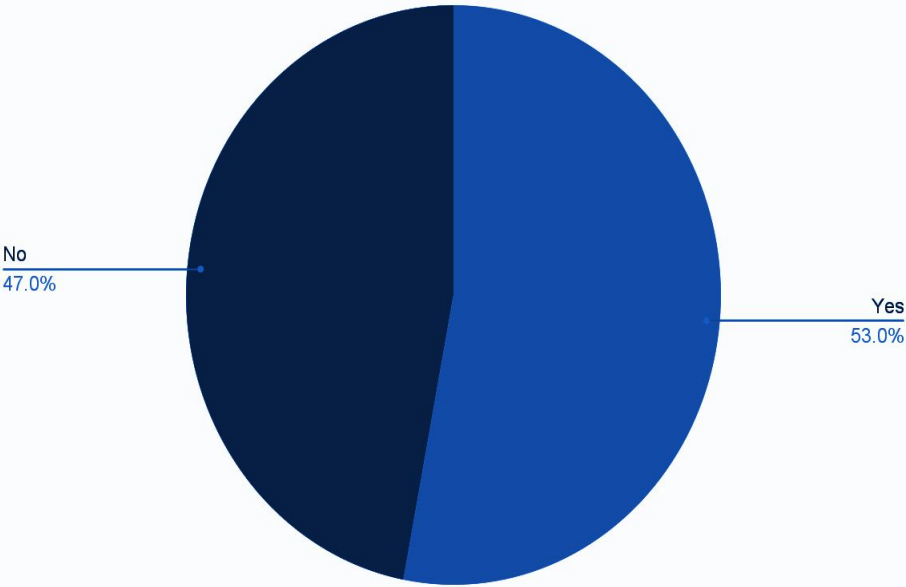
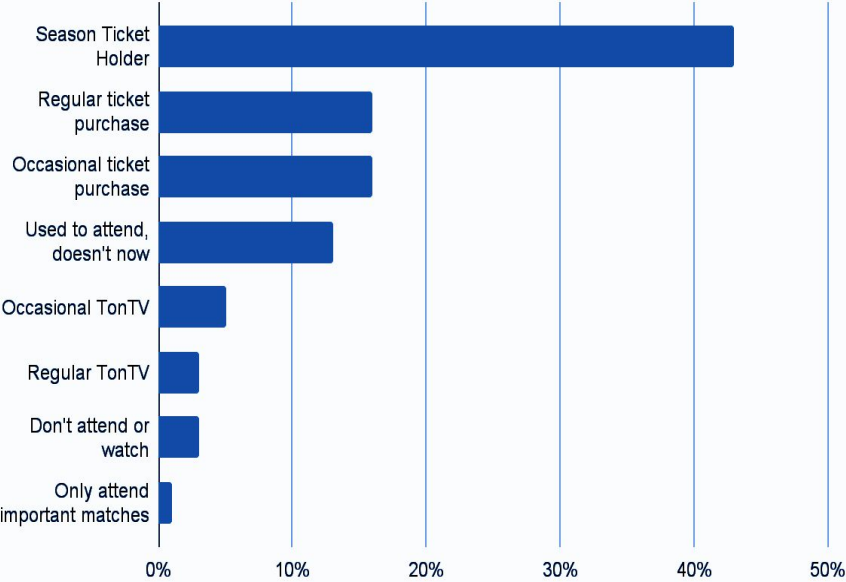
Glasgow (**61**) and Renfrewshire (**58**) are the next largest respondent totals, with **153** respondents coming from further afield across Scotland and **84** respondents living across England or abroad.



# ABOUT SUPPORTERS

## Attending or watching matches

**83%** of supporters indicate that they attend or watch matches regularly with **43%** of supporters being season ticket holders at the club, with a further **32%** buying match tickets and **8%** buying TonTV streams on a regular or occasional basis.



## Are supporters a member of MCT?

**53%** of supporters are members of MCT.

**57%** of the MCT members that responded are also season ticket holders of the club.

## ABOUT SUPPORTERS

### Which stand are supporters normally in and who do supporters attend with?

**63%** of supporters that attend matches stand in the Cowshed, while **43%** of Cappielow regulars come with friends, colleagues etc. **29%** attend with adult family members, **19%** of supporters attend by themselves and **8%** attend with children.

Stand	%
Cowshed	63%
Main Stand	20%
Sinclair Street	10%
I don't attend	7%

Supporter Group	%
Gourock Morton Supporters Club	5%
Greenock Morton Supporters Club	4%
Port Glasgow Morton Travel Club	1%
n/a	90%

### Are supporters a member of any groups?

**10%** of supporters are members of either the Greenock Morton Supporters Club, Gourock Morton Supporters Club or Port Glasgow Morton Travel Club.



## ABOUT SUPPORTERS

**Supporters also provided a total of 281 additional comments to tell us even more about themselves.**

"Started to attend recently as my son has **developed a strong interest** in supporting Morton."

"Born and bred in Greenock, but from an early age used to walk with **my Dad, Grandad and Great Uncle**, all season ticket holders, to every home match, where I was punted over the turnstile."

"Been a Ton supporter for **near 60 years** and been standing in the same spot in the Cowshed all that time! What worries me is when I look about on match day it's mainly folk my age (67) and over. We need to encourage young ones to attend the games, they are the lifeblood of the club."

"Bought my **first ever season ticket** for this current season. Been a **supporter for 50 years.**"

"Lived away from Inverclyde for over 25 years but still a **proud 'Ton fan and always will be.**"

**WHAT DOES MORTON  
MEAN TO YOU**

## WHAT DOES MORTON MEAN TO YOU

The software used to collate and analyse feedback identified the words used the most by supporters. Those were **everything**, **family**, **home** and **love**.

"Greenock Morton has been part of my life since I was a child, I am very passionate about supporting Morton and supporting a small local club when it's not "the norm". When I was younger we had 11 members of our **family** from 3 generations standing in the same spot on the halfway line each week. It's something I've shared with my father and grandfather throughout my life and has created a bond that can't be replaced. I have followed Morton all over the country and will continue to do so as long as I can. The excitement I get when going to a game is the same as when I was a child, it affects my mood and my weekend depending on the result. There is no better feeling than being in the Cowshed when we win."

"It's been a massive part of my life. So much of it has revolved around the club. I'm proud of **everything** about it. We might not be the best, have the best ground or training facilities but it's our club. I **love everything** about Cappielow and would far rather the old lady than a lego brick stadium."

"It's one of the things (along with **family** and friends) that ties me to my **home** town and brings me back. Every time I pass through the turnstiles I remember friends and loved ones who I have attended matches with over the years. It's been with me since a child and will be until my dying day."

## WHY SUPPORTERS JOINED MCT



If supporters are MCT members they were asked why they decided to join MCT.

"I joined MCT because I believe community ownership is the best option for **safeguarding** the future of Greenock Morton FC."

"I wanted to contribute to a **modernised** and **forward thinking** club model under a new regime."

"A fantastic opportunity. To technically **be an owner** of my club is fantastic and I'm optimistic for the future."

"I love Morton so if donating some money each month can help **improve the club** on and off the pitch then I am delighted to do that. In fact, even if it doesn't improve performances on the pitch, I would still donate."

"I've been a Morton fan for as long as I can remember. I saw community ownership as the only way the club could **survive in the long term**."

## WHAT SUPPORTERS WOULD LIKE TO SEE

Supporters were asked what they'd like to see from a community owned Greenock Morton.

"An **ambitious but sustainable club** that looks to improve year on year and not settle for mediocrity."

"I want to see **fans at the centre** of the club. There's fans in the boardroom, fans employed by the club to showcase their expertise, fans helping on matchdays, fans on the pitch that have come through the youth academy. That's what a community owned club should be."

"I would like the club to become the true **heart of the community** and the driver for all sport in Inverclyde."

"A club/organisation that **develops good people on and off the field**, which includes staff and the community. Strong clear values driven vision that shape all involved with the club/community."



**CAPPIELOW MATCHDAY  
EXPERIENCE**

# CAPPIELOW MATCHDAY EXPERIENCE

## What are the main factors affecting attendances?

Factor	%
Quality of football	42%
Social, family or work commitments	28%
Ticket prices	20%
Living too far away	17%
Ease of buying a ticket	14%
Quality of Cappielow facilities	14%
Weather	12%
Parking or travel issues	7%
Covid	6%
Catering options	6%
Suitability of the environment for children	5%

For season ticket holders, the quality of football percentage shoots up to **52%**, while for matchday ticket purchasers ticket prices and the ease of buying a ticket increases to **34%** and **25%**, respectively.

For supporters who consider themselves to have a disability, the weather is a big factor, with it increasing to **27%** versus the overall average of **12%**.

## CAPPIELOW MATCHDAY EXPERIENCE

### What would supporters keep the same?

**Standing** and **Cowshed** were the two most popular words when analysing what Morton supporters would keep the same. A lot of comments also referenced away fans being housed in the Cowshed again, with it positively contributing to the atmosphere.

"The **Cowshed is fantastic**, one of the best stands in Scotland. When it's busy the atmosphere is always great. There really isn't anything that needs changing about it."

"The **classic charm of Cappielow**. If we can make the necessary improvements whilst also keeping the historical look and feel of the place we'll be onto a winner."

"Just happy with **friends and family** standing in the Cowshed."

"The **away fans** in the Cowshed brings a **great atmosphere**."

"The way in which we can buy a ticket. Either at smiths or now via the website. **Very easy and straightforward**."

"The match day experience is **decided mainly by results**.....win then it's great...lose then not so much!"

"We play in the Scottish Championship. The **match day experience is fine**, results & quality of football on show aside."



## CAPPIELOW MATCHDAY EXPERIENCE

### What would supporters change?

**Better** is the keyword when it comes to what supporters would like to change about their Cappielow experience. A lot of comments were related to the quality of the product on the pitch at the time of the survey, but also referenced was better catering options, better toilet facilities, a better experience in the Main Stand, a better tannoy system, better ticketing options for out of town fans and making Cappielow a better option to be a “hub” on matchdays and beyond.

Supporters want to see more done to encourage a family friendly experience for those coming to Cappielow with children.

“Better **family experience** both inside and outside ground.”

“The main stand is really **showing its age**. Seat legroom is insufficient and the toilet and catering facilities are poor”

“Entertainment value, as in engagement with kids and younger fans at half time, before game etc. I also go to ice hockey at Glasgow clan, and the **whole experience is a day out** for families and young kids. Football in general could maybe learn something from these type of sports.”

“Would be **nice to have a good bar / pub** nearby to meet my pals and family.”

“It's **great to see online ticket purchase**, which would have been my answer until recently.”

“To attract new fans we need a football team that **attempts to play attractive football**.”

## CAPPIELOW MATCHDAY EXPERIENCE

### How could the experience be boosted for supporters who consider themselves to have a disability?

**Visibility** is the biggest issue.

"The modern trend for managers and coaches to stand outside the dugout means that non-season ticket holders **cannot see** what is happening at the Wee Dublin End Goal because of folk standing outside the away dugout"

"Although I have a disability, I don't use the disabled section. It has a **poor view** and restriction of freedom to move around."

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**Facilities** at Cappielow is another area highlighted by our disabled supporters.

"Not all disabilities are visible. Mine is not always obvious. I think there could be more awareness round this in signage especially toilets etc there could also be a **seated area allocated** for people with such disabilities that has **easier access to facilities, steps** etc"

"**Bannisters or railings in Cowshed** are needed for people to get up and down stairs with poor balance."

## HOSPITALITY AT CAPPIELOW

**60%** of supporters have attended hospitality at Cappielow, with **79%** of those attending once a season. **14%** of supporters attend twice a season, with **7%** attending three or more times.

Supporters rated the overall hospitality experience an average of **4.2 out of 5**.

"Excellent service and day out, never had a bad experience in all the times I've attended."

"Hospitality team provide an excellent service. Comfortable surroundings and you are made to feel welcome."

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Quality of food - **4 out of 5**

Quality of drink selection - **3.9 out of 5**

Quality of service - **4.3 out of 5**

"I don't think food is the motivation for booking hospitality, but having said that, the **food is wholesome** and has usually **exceeded my expectations**."

"Reasonable prices and although not a vast selection, **had plenty I liked**."

"The staff are **very attentive** and don't stop from the minute we arrive to when we leave. Really hard working."

**FOLLOWING MORTON**

## FOLLOWING MORTON

Supporters follow all things Morton via the following channels

Channel	%
Club Twitter	44%
Club Website	42%
Morton Forum	33%
Club Facebook	28%
Greenock Telegraph	27%
Pie and Bovril Forum	14%
Club Instagram	8%

In future surveys we will be adding the below channels into the potential answers to benchmark them, they were the most popular responses in the comments section of this question.

MCT member emails  
Club YouTube channel  
Just One Cornetto podcast  
The BBC website  
Fan-run club Facebook pages

## FOLLOWING MORTON

Supporters were asked whether they agreed or disagreed with statements around club communications.

Statement	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
The club communicates in a timely manner	7%	27%	27%	26%	13%
The club is open and honest with fans	2%	25%	33%	26%	14%
The communication between club and fans is good	2%	21%	27%	29%	21%
The club is engaging on social media	3%	32%	35%	20%	10%
The club website is worth visiting on a regular basis	2%	19%	25%	30%	24%
TonTV is a good production to watch the game on	27%	38%	26%	6%	3%
The match programme is good quality	7%	35%	50%	4%	4%

## FOLLOWING MORTON

### Supporters were asked whether they agreed or disagreed with statements around club communications.

**34%** of supporters believe that the club communicates in a timely manner. However, **39%** of supporters disagree with this.

**27%** of supporters believe the club is open and honest with fans, with **40%** disagreeing with this.

**50%** of supporters don't believe the communication between the club and supporters is good, with **23%** believing it is.

**54%** of supporters disagree or strongly disagree that the website is worth visiting on a regular basis, with many of the additional comments making reference to the website too.

**65%** of supporters indicated that TonTV provides a positive matchday experience and **42%** of supporters also have a positive opinion on the matchday programme, with only **8%** providing negative feedback on it.

## FOLLOWING MORTON

**There were 215 comments provided in relation to club communications, each one was analysed and some examples can be seen below.**

"As a whole the club could do soooooo much more to **engage with the fans**. Simple like quick videos of players training or other little videos to keep engaging with the fans. Once again look at the big teams it's all about video content. The club need to utilise social media as you have all the demographics of the local area and you just need to post a lot more and seek engagement may it be good or bad."

"Update website, we don't need 2017 news headlines anymore. Post matchday highlights earlier, **no matter the result**, but especially if it's been a win...create **feelgood factor** and **generate positivity**."

"To even ask of the communication to fans is good **is laughable**, you are out of touch and running the risk of losing the few fans left. Sort it out before it's too late."

"It's early days and everyone's finding their feet /roles etc but this in my opinion is one of the biggest issues. We are **MILES behind** even many junior teams in the output /promotion of the club which is eroding the trust of fans in the new structure. The TV streams is the **one thing that we've got right**. Example being the website when viewed on mobile has horrendous formatting and after the latest news article I read then references articles from 2 managers ago. Embarrassing."

"The club website is **tired and needs updating**. The information on there always seems well out of date. Not the best layout or navigation either. Match info and game updates are pretty good but **could do more in between games** especially on the commercial side."



**CLUB PRODUCTS AND  
MERCHANDISE**

## CLUB PRODUCTS

A range of questions was asked around the products the club currently offers for supporters to purchase. Supporters were asked about products on a scale of 1 to 5, with 1 being poor and 5 being excellent.

Scoring Used 1 = poor 5 = excellent	Variety of Products on Offer	Quality of Products on Offer	Ease of Finding Club Products
5	6%	7%	11%
4	25%	31%	27%
3	48%	44%	35%
2	15%	12%	17%
1	6%	6%	9%
Average	3.1	3.2	3.1

## CLUB PRODUCTS

**Additional comments around club products were analysed and a selection of those can be found below.**

"A **wider choice** of merchandise is needed."

"While the designs for the strips have been good the quality of the strips this season and last has been **disappointing**."

"Although there is a variety of items available from Smiths when you look at club shops of clubs of similar size to ourselves **we are lagging behind**, many clubs have more fashionable leisurewear or casual wear, more varied souvenirs."

"This year's home strip is a tremendous design and should be considered one of the **best Morton kits ever**, but **inconsistencies** between different replica kits and even those the players are wearing **aren't good enough**."

"It's **easy to find** however that's only because **I know where to look**."

"I know it's outsourced to Smith's, but it's very rare that the club directly advertise the products being sold; there could be **much more done** to do this, particularly through Twitter etc., rather than leaving it up to supporters to purposefully visit a website/store and purchase. Fans should be enticed to do so."

## CLUB PRODUCTS



Supporters were asked how many Morton kits they're likely to buy each season.

Number of Kits	%
1	40%
2	14%
3+	7%
None	39%

"I don't usually buy football strips however if the Morton strip is **unique/different** then I'll sometimes buy it."

## CLUB PRODUCTS

What products would supporters like to see that aren't currently produced? There were 361 comments to analyse, with the most used words being **training**, **retro**, **t-shirts** and **quality**.

"Some of the **training** wear seen on match days as worn by the coaching staff would be more attractive to many than those offered for sale."

"A better range of **retro** shirts especially away shirts. An Andy Ritchie era yellow away shirt would be popular in my opinion."

"The club should have more involvement in the products that are being produced, and take advantage of things like the popularity of players. A small run of Gozie Ugwu style **t-shirts** would be attractive for fans to buy."

"A more rounded offering of merchandise of better **quality** is required."

**WHAT'S IMPORTANT TO  
SUPPORTERS**

# WHAT'S IMPORTANT TO SUPPORTERS

The percentage numbers below are where these statements were ranked most often by supporters. 1 was most important, with 7 being least important.

Statement	1	2	3	4	5	6	7	Average
Ensuring the club is sustainable financially	43%	21%	16%	10%	5%	3%	2%	2.3
Success on the pitch	33%	25%	15%	11%	5%	7%	4%	2.7
Continuing to develop young players	10%	23%	26%	19%	13%	7%	3%	3.3
MCT membership growing to further support the club financially	5%	10%	15%	15%	14%	13%	28%	4.8
Improving facilities at Cappielow	5%	8%	11%	18%	19%	18%	21%	4.8
Engaging with the Morton fans of the future	2%	8%	10%	17%	25%	24%	14%	4.8
Engaging with the wider community	2%	5%	7%	11%	19%	28%	28%	5.3

## WHAT'S IMPORTANT TO SUPPORTERS

**Supporters were asked to rank statements around what they felt was important to them.**

The average scores when looking at season ticket holder rankings only change slightly. They place **0.1 more** importance on ensuring the club is sustainable financially and seeing success on the pitch, plus **0.2 more** importance in the MCT membership growing further to support the club financially. Engaging with the wider community is **0.2 less** important to season ticket holders.

For MCT members, ensuring the club is sustainable financially is **0.1 more** important, while success on the pitch **drops by 0.1**. There's also an **upward 0.4** swing of MCT members wanting the membership numbers to grow further to support the club financially.

Engaging with the wider community is on average more important to those that live in Glasgow (4.9) and elsewhere across Scotland (5.2) than it is to those that live in Inverclyde (5.4) or Renfrewshire (5.3).



## WHAT'S IMPORTANT TO SUPPORTERS

There were 150 additional comments to analyse, with many stating how difficult it was to decide, because they should all be important.

"I think all of these are **equally important**, but I ranked them in what would take priority."

"That's really difficult as **they are all vital**. That's what makes the job difficult."

"It was **very hard** to put these in order as every single one is huge to the future of our club! First and foremost we need membership and financial security which allows success on the pitch. Fan engagement and off field business has been so very poor for decades that the club desperately needs to work on this."

"You can't put the cart before the course. Having **more MCT members** and a **financially sustainable** club are vital, but those things will only happen if people feel that it's **worthwhile following Morton**. That doesn't mean taking big financial risks, but it does mean the club can't expect to increase MCT subscriptions or financial sustainability without making it feel like the club are improving off and on the park (including Cappielow itself)."

"The club need to **encourage younger supporters** to ensure they support they support the club & do not support clubs outwith the town. There are too many people who support two clubs in particular. We need to do something to encourage young people to come & support Morton. Make it more of a family club, make it affordable for families. Encourage people to come to the games."

## CHALLENGES

## CHALLENGES

**A lot of the additional comments across the survey raised things that supporters would love to see addressed, by both the football club and MCT. Some of those have been highlighted below.**

“While I'm totally in favour of the community work, that's got to be the domain of the Community Trust. Morton FC Ltd **needs to focus** above all else on the **continuity of its business** and the **success of its core product**, i.e. the professional football team. I have very, very little confidence that the club Board shares my view in this.”

“Clear and open transparency from the club which has been mentioned a lot by the board but **never really followed through on**. Accountability for people making decisions at the club so that MCT members are able to make informed decisions and opinions regarding the people running the club. I feel the current system has **too much room for excuses** and buck passing and **creates distrust** between fans and the board.”

“Less of the apparent golf club **closed siege mentality** that has been completely evident so far. For me to be able to identify the club as actually being community owned instead of just a group of men who have managed to get supporters to subscribe to something. For the support not to feel as though we are actually doing you a favour by paying subscription.”

## WHY SUPPORTERS HAVEN'T JOINED MCT

**If supporters aren't MCT members they were asked why they decided not to join MCT yet.**

"I love the club but was hesitant to sign up as **the club hasn't changed a lot** since the takeover not been great on and off the field."

"Don't agree with it. Club is **not big enough to be fan owned** and not a sustainable model."

"MCT has **shown me nothing** to make me sign up. From the outside it looks the same as a bunch of guys on a committee of a social club making decisions about things they don't have a clue about. I use that example as it scares me that my club can end up the way of social clubs and close for good due to the fact that there is no business know how being executed. The club is basically being run the exact same way as the Rae's did for 20 years but with no money. You could call this era the Tesco value years. If MCT want to be successful **they need to change** what that are doing now."

"I'm not sure of the financial viability of MCT and have **not seen or heard of the measurable goals** etc. Communications have been poor and in my view there is a lack of transparency."

"I was a member, but **cancelled due to worries** over club matters both on and off the pitch."

"Simply **can't afford it.**"

**SUGGESTED  
OPPORTUNITIES**

## SUGGESTED OPPORTUNITIES

The next three pages contain a number of suggested opportunities that could be adopted as actions following the release of the survey results.

These are suggestions based on the survey findings and feedback of supporters, and are intended to spark discussion for the next stage, in which club board and MCT board will discuss the findings and detail their own next steps.

Suggested Opportunity	Example Suggestions
Develop a range of actions to engage with future Morton fans	<ul style="list-style-type: none"><li>-Player visits to schools</li><li>-Organised school/club visits to Cappielow</li><li>-Wider promotion of under 12 free tickets</li><li>-Matchday experience - explore opportunities once Covid restrictions ease</li></ul>
Develop a range of actions to increase the diversity of the fanbase	<ul style="list-style-type: none"><li>-Mens and Womens teams seen as one entity</li><li>-Investigate alternatives for Cappielow accessibility and facilities</li><li>-Engage with and involve fans in decision making</li></ul>

## SUGGESTED OPPORTUNITIES

Suggested Opportunity	Example Suggestions
Club communications improvements	<ul style="list-style-type: none"><li>-Increase the amount, and variety of communications supporters receive from the club</li><li>-Begin to inject a “Morton personality” into the way the club communicates with supporters online</li><li>-Look into viability of additional TonTV content aside from matchdays</li></ul>
Examine ways to improve the matchday experience	<ul style="list-style-type: none"><li>-House away fans in the Cowshed as often as possible</li><li>-Surprise and delight opportunities for supporters</li><li>-Additional activities for supporters on Sinclair Street pre/post-match</li></ul>
Put together a timeline for facility improvements around Cappielow	<ul style="list-style-type: none"><li>-Facility improvements for females and those who consider themselves to have a disability</li><li>-Drastically improve the toilet facilities across the stadium</li><li>-Upgrades to food kiosk options and quality</li><li>-Clearly communicate with fans when improvements around the club have been made</li></ul>

## SUGGESTED OPPORTUNITIES

Suggested Opportunity	Example Suggestions
Club product improvements	<ul style="list-style-type: none"><li>-Introduce a minimum number of new products each year</li><li>-Hold supporter focus groups to discuss, scrutinise and approve any potential new products</li><li>-Promote and sell products available to supporters more often</li></ul>
Ensure the club is financially sustainable	<ul style="list-style-type: none"><li>-Share as much information as possible about what the definition of “sustainable” is to the club</li><li>-Share high level information on accounts on a twice-yearly basis so fans know if we’re on target to be sustainable each year</li></ul>
Break down the barriers to joining MCT	<ul style="list-style-type: none"><li>-Better promote the benefits of joining MCT, and to a wider audience</li><li>-Continue to ensure that supporter questions and queries are answered</li><li>-Encourage the entire fanbase they have a pathway from the terraces and stands to the club boardroom</li></ul>



**NEXT STEPS**

## NEXT STEPS

**The next steps are highlighted below.**

- Mon 24th Jan - Document shared with supporters, club board, club CEO and MCT board.
- Mon 24th Jan - Winner of the signed home shirt announced
- Mon 24th Jan to Thurs 27th Jan - opportunity for supporters to join the MCT meetings and discuss immediate thoughts and feedback following the document being shared.
- It is then up to the club board and MCT board to discuss the findings and opportunities, detail their own plans of action and share those in the appropriate manner.

As mentioned in the introduction, this survey is the first of its kind but not the last. Relevant questions will be repeated in future surveys, and it will be added to, so we can benchmark club progress.

We'd like to **thank everyone** who took the time to provide their valuable feedback and insights. It's hugely appreciated and will help our football club improve. **Fan engagement** will be at the heart of our club going forward so please do keep providing your thoughts at any time throughout the season.