



Bees United Member Survey Report 2007

November 14, 2007

Version: 1.0

Author: David Merritt

Filename: Bees United Member Survey Report 2007 v1 0.doc

Date Created: 14 November 2007

Date Modified: 14 November 2007

Table of Contents

1	PURPOSE OF THIS DOCUMENT	2
2	BACKGROUND	2
3	RESPONSE RATE.....	2
4	FEEDBACK	2
4.1	SINCE BEES UNITED BECAME THE MAJORITY SHAREHOLDER THE MANAGEMENT OF BRENTFORD FC HAS BECOME MORE PROFESSIONAL	3
4.2	THE BEES UNITED MEMBERS OF THE BFC BOARD ARE DOING A GOOD JOB	4
4.3	THE BEES UNITED BOARD IS DOING A GOOD JOB	4
4.4	BEES UNITED HAS CLEAR AIMS AND OBJECTIVES.....	5
4.5	I UNDERSTAND HOW BEES UNITED SPENDS ITS FUNDS	5
4.6	ADMINISTRATION OF MEMBERSHIP RENEWALS IS EFFICIENT	6
4.7	COMMUNICATION WITH ITS MEMBERS IS GOOD	6
4.8	BEES UNITED TAKES ON BOARD THE VIEWS OF ITS MEMBERS	7
4.9	I UNDERSTAND WHERE BEES UNITED/BRENTFORD FC IS IN ITS SEARCH FOR A NEW GROUND.....	7
4.10	OVERALL I AM SATISFIED WITH THE WORK OF BEES UNITED.....	8
5	PRIORITIES	8
5.1	SELECTION AVAILABLE.....	8
5.2	RESPONSES	9
6	COMMENTS	10
7	CONCLUSIONS.....	11

1 PURPOSE OF THIS DOCUMENT

This document is intended to summarise the results of the 2007 member survey, and provide appropriate comparison with 2006 data.

2 BACKGROUND

Following the governance review of March 2005, it was agreed to undertake annual member's surveys. This is the third survey, the last one having been completed this time last year.

The survey consisted of:

- 10 statements about key aspects of BU's objectives and work which members were able to agree/disagree with on a six point Likert scale
- 9 of the statements were identical to those contained in last year's survey, thus allowing comparison
- A list of priorities for Bees United which members were asked to rank in order of perceived importance
- Members were also able to provide additional comments to the survey form

In all cases 1 was the most positive ("strongly agree" or "most important priority") through to 6 as the least positive ("strongly disagree" or "least important priority").

3 RESPONSE RATE

1,642 questionnaires were sent out (last year 1,334).

67 (68) written responses were received and 7 (44) via web completion. The total response level was 74 (112)

This represents a response rate of 4.5%, down on last year's figure of 8.4%.

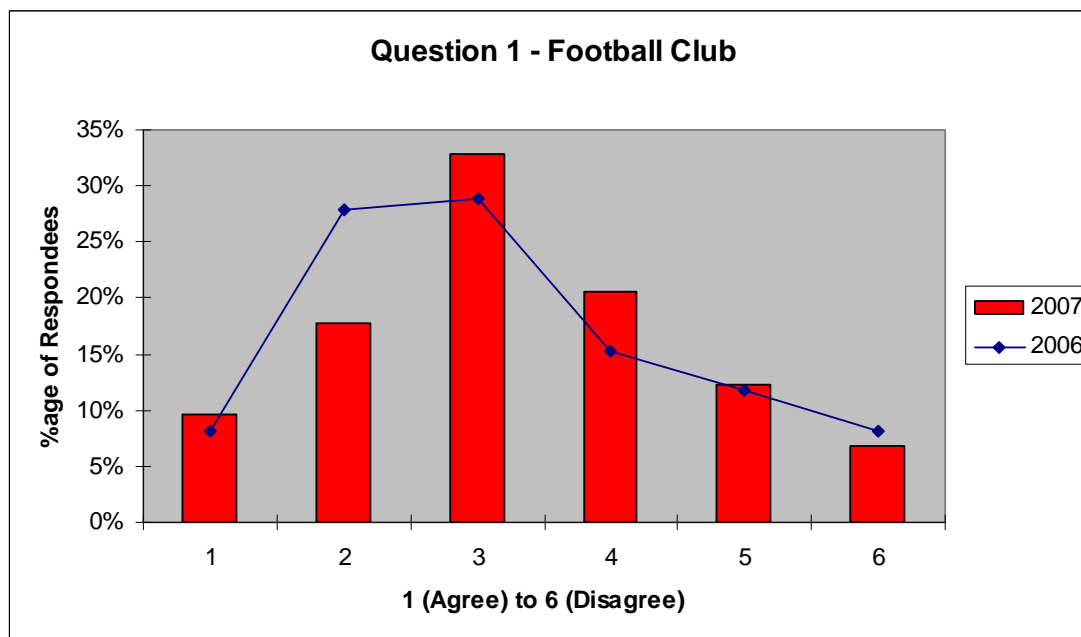
4 FEEDBACK

For each question we have a set of data and a brief analysis. Due to the reduction in the total number of responses we have converted the data to percentage of respondees to enable more accurate comparison with 2006.

4.1 Since Bees United became the majority shareholder the management of Brentford FC has become more professional

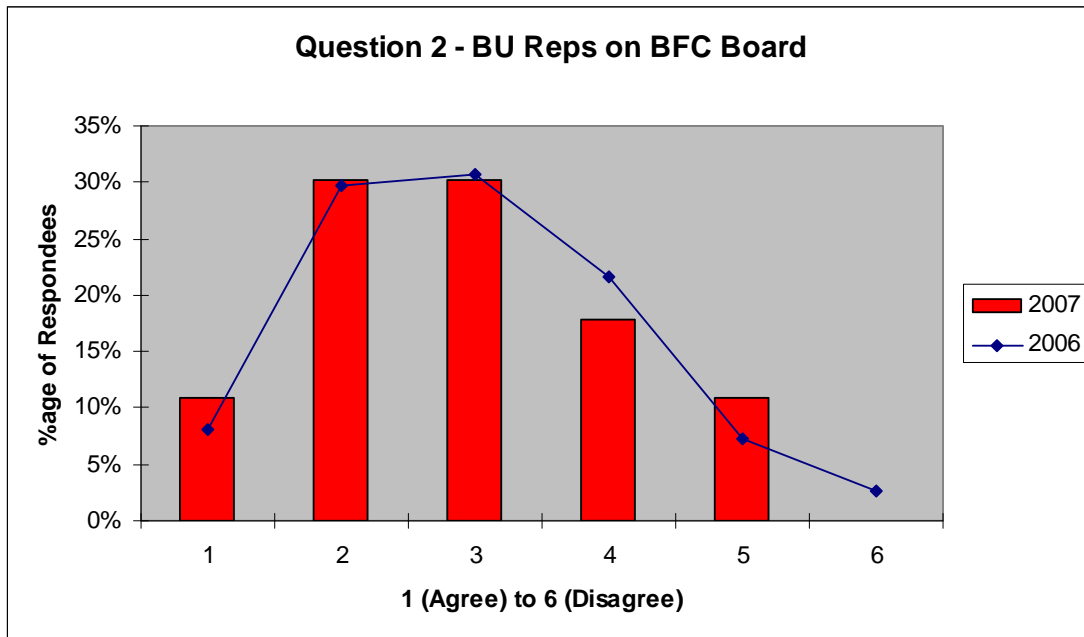
Last year a slightly different question was asked: *“Since the takeover by Bees United in Jan 06, I believe the Football Club has made encouraging progress”*.

However, the statements cover a similar sentiment so for information purposes we have included 2006 data as a comparator.



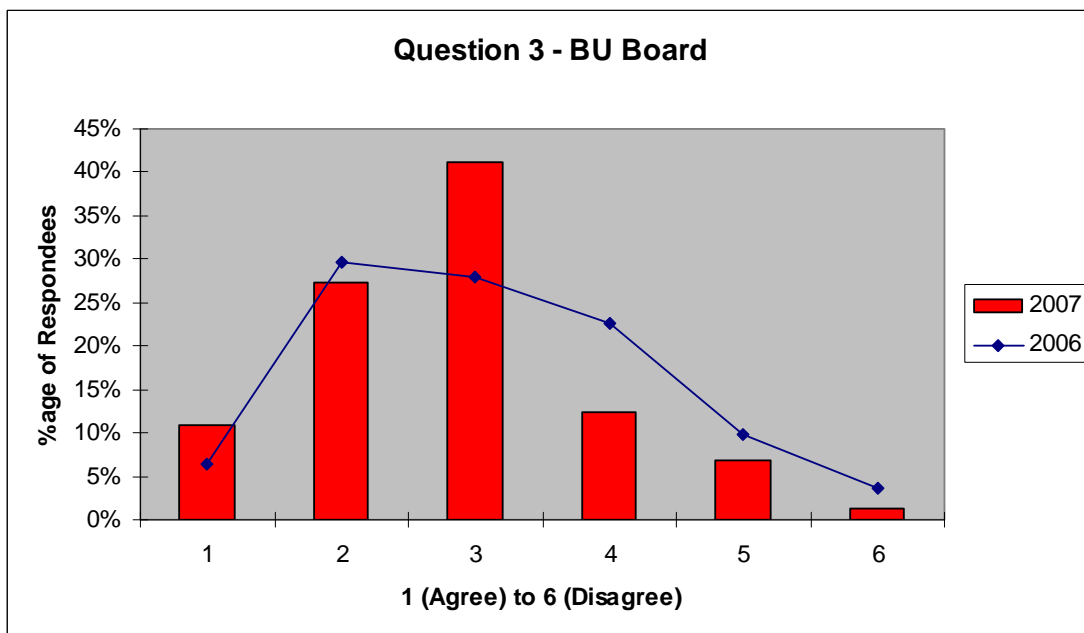
This shows a slight shift to the negative, with the 2006 data (based on the “encouraging progress” question) showing a very strong 2-3 emphasis. In 2007 (based on the “more professional” question) it is clearly centered on 3, with the tails either side (ie more positive or more negative) being approximately equal.

4.2 The Bees United members of the BFC board are doing a good job



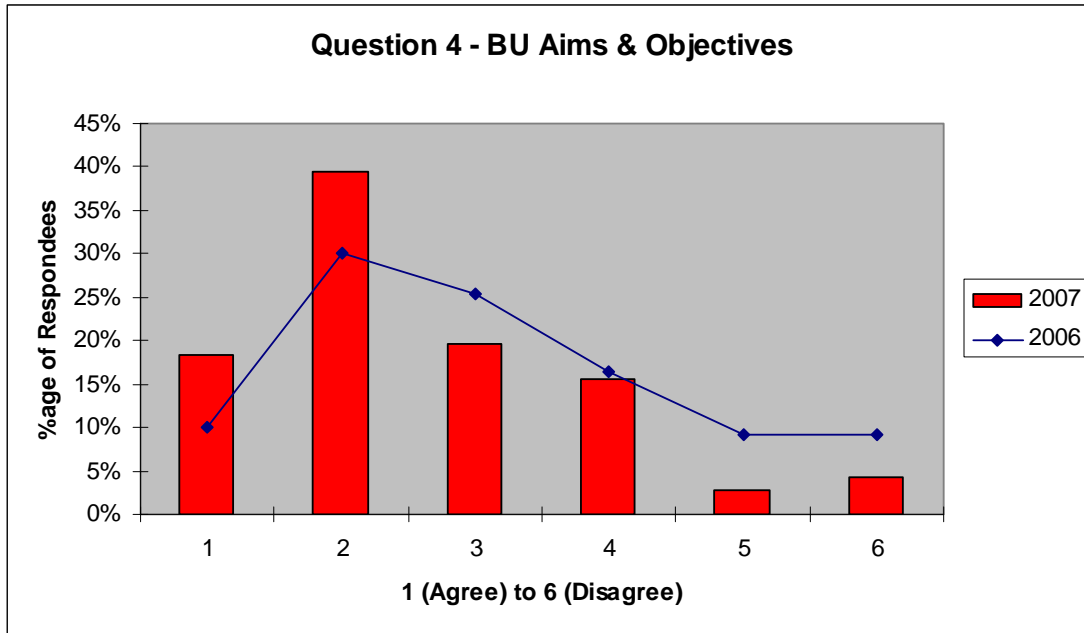
This shows little change from 2006, with a marginally positive response.

4.3 The Bees United Board is doing a good job



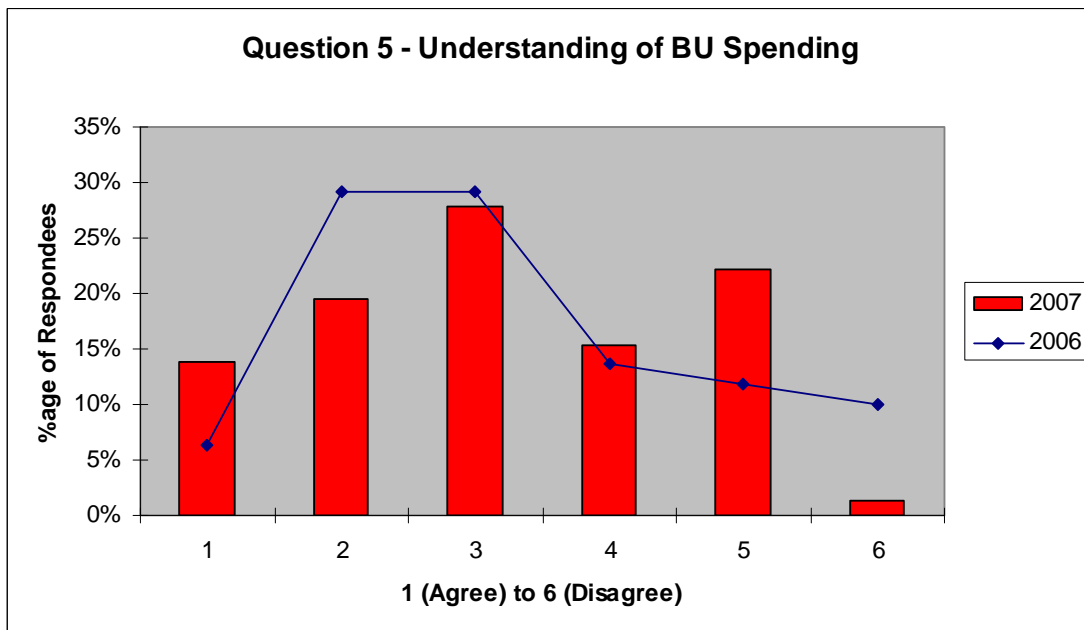
This shows an improvement from 2006, with the marginally positive skew becoming more pronounced in 2007.

4.4 Bees United has clear aims and objectives



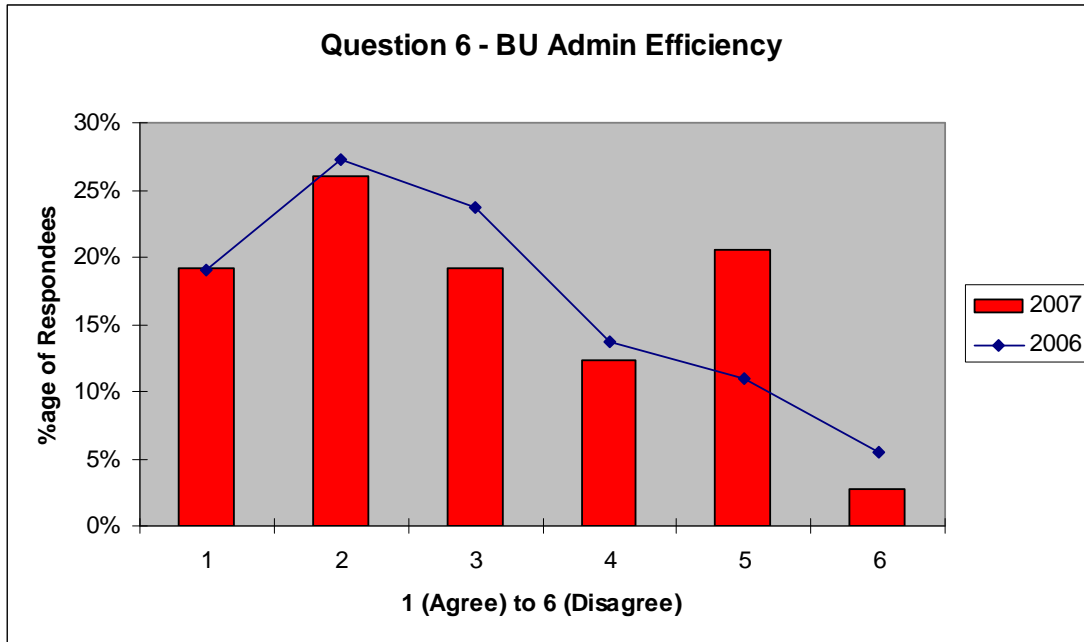
This shows an improvement from 2006, with an increase in the proportion of 1 and 2's and a reduction in 5's and 6's.

4.5 I understand how Bees United spends its funds



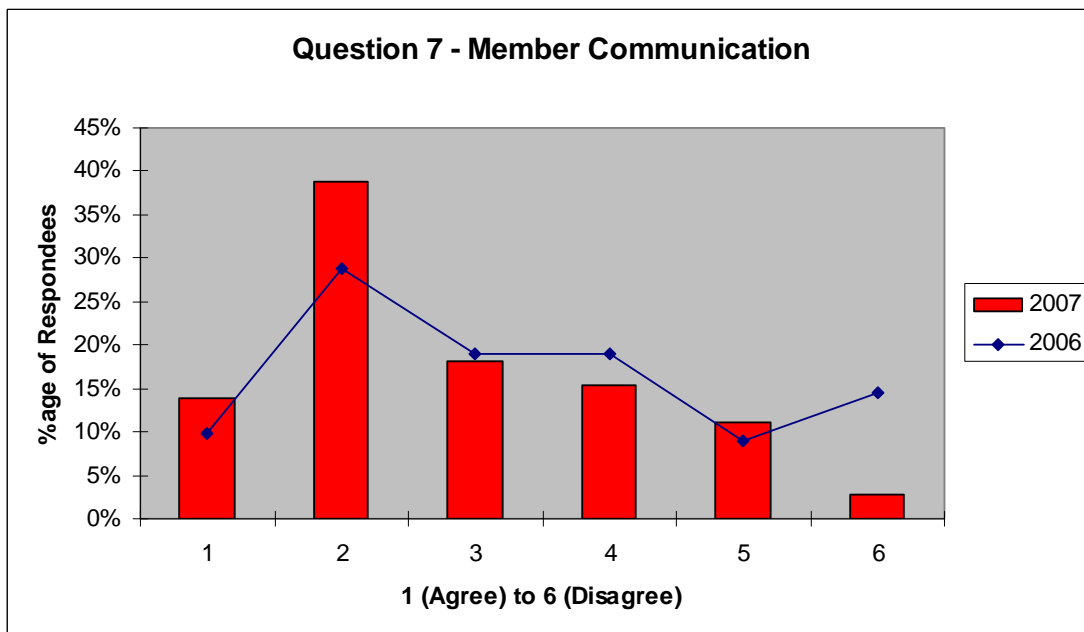
This shows a worsening, with the strong 2-3 result in 2006 being much more widely distributed between 1-5. Interestingly, more people (both in absolute numbers and proportionally) have scored 1, as well as more people scoring 5.

4.6 Administration of membership renewals is efficient



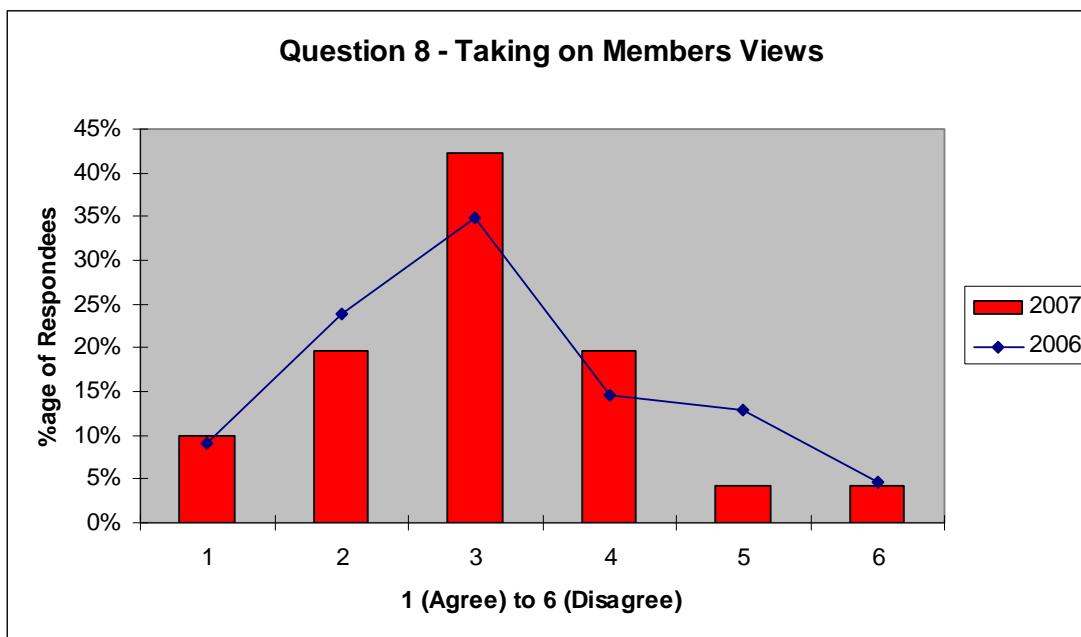
This shows a worsening of the situation, with an increase in the number and proportion of 5's.

4.7 Communication with its members is good



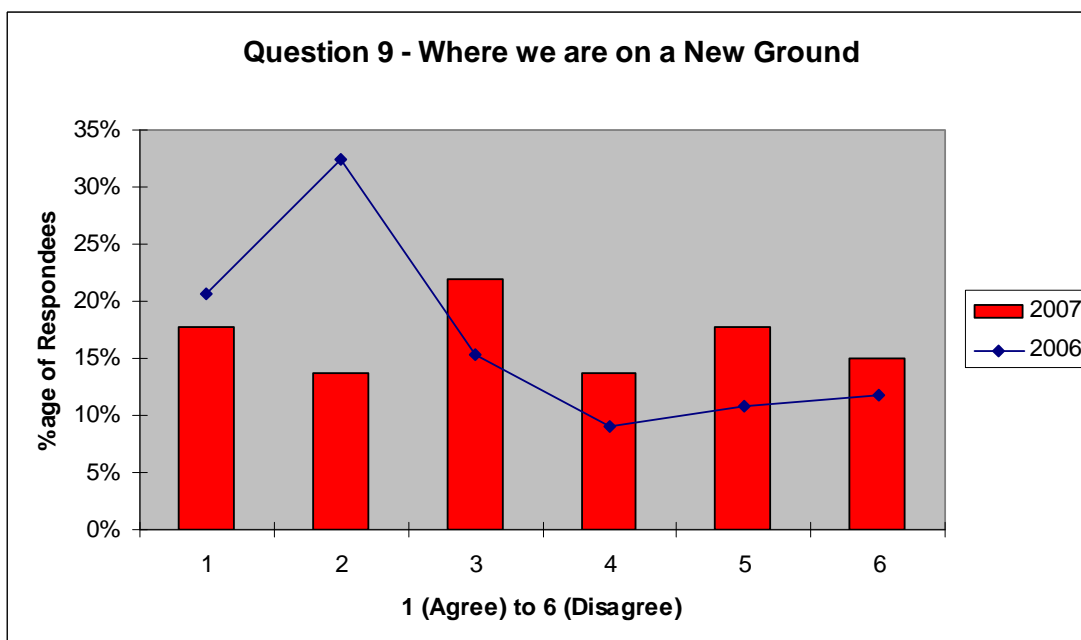
This shows an improvement with a significant reduction in the proportion of 6's, and a corresponding increase in the proportion of 2's.

4.8 Bees United takes on board the views of its members



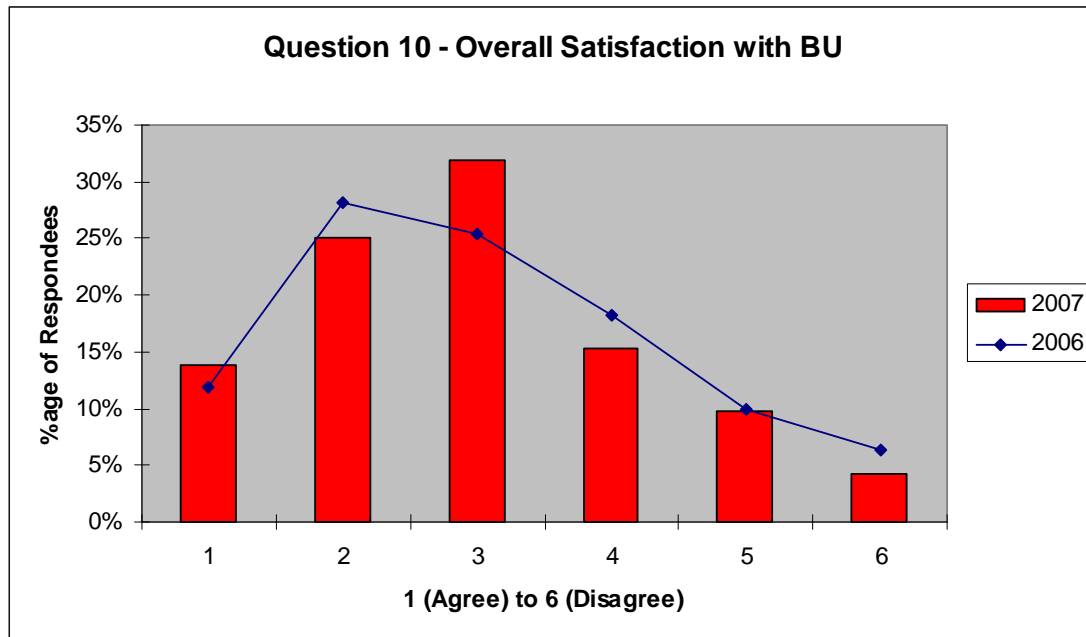
This shows a very similar profile to the marginally positive result of 2006, with a slight improvement in the shift from 5's to 3's.

4.9 I understand where Bees United/Brentford FC is in its search for a new ground



This shows an almost equal spread across the full range of scores, showing that the positive understanding represented in the 2006 curve has not been maintained. Approximately 50% scored 1-2 in 2006, compared to approximately 30% this year.

4.10 Overall I am satisfied with the work of Bees United



The overall results remain in an almost identical profile to 2006, with a strong emphasis on 2-3 but with a visible minority of dissatisfied members.

5 PRIORITIES

5.1 Selection Available

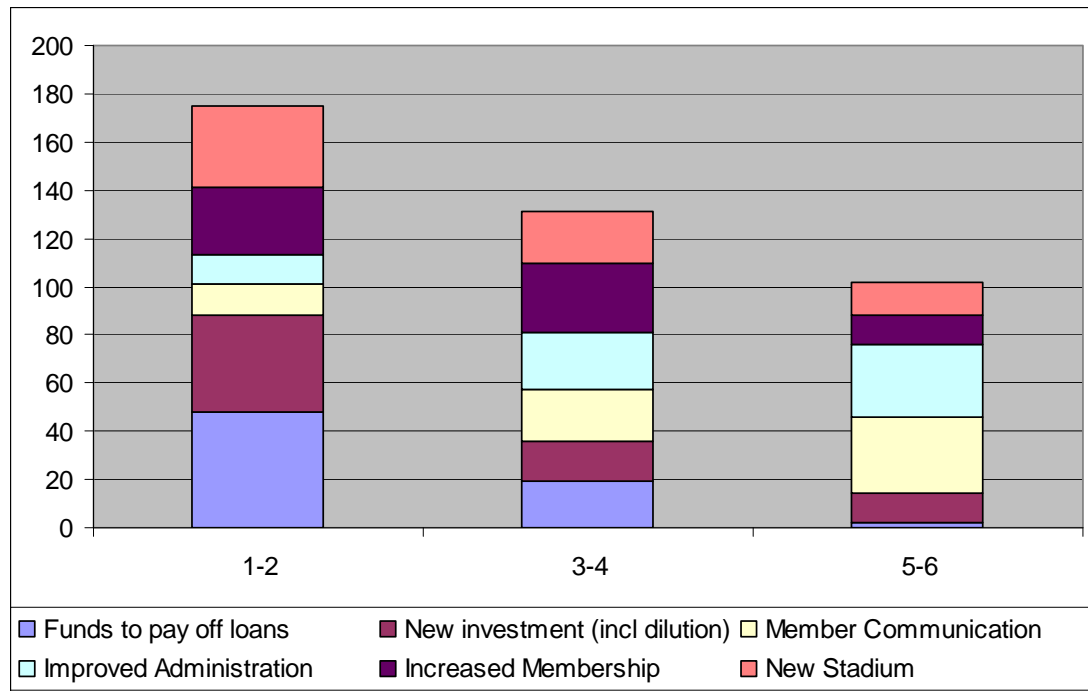
The following alternatives were available for selection:

- Fundraising in order to repay existing loans taken out by the Trust
- Securing new investment in BFC, if necessary by diluting the Trust's shareholding
- Providing better and more frequent communication with its members
- Taking measures, and if necessary expending funds, to improve administration
- Increasing membership levels
- Working with the Football Club to develop a new stadium
- Other (these have been picked up in the "Comments" Section later in this document)

5.2 Responses

It was intended that each recipient order the priorities sequentially from 1 to 6. However, many responses had multiple priorities set at (for example) 1 (most important). There are therefore a different number of priorities for each score. This does limit the accuracy of the summary data as some members views may be effectively overstated, but does give a reasonably representative view of the general feeling of respondees.

The priorities provided by respondees were as follows:



This presents the view that Bees United should prioritise as follows:

- Greatest Importance
 - Fundraising in order to repay existing loans taken out by the Trust
 - Securing new investment in BFC, if necessary by diluting the Trust's shareholding
- Secondary Importance
 - Increasing membership levels
 - Working with the Football Club to develop a new stadium
- Least Importance
 - Providing better and more frequent communication with its members

- o Taking measures, and if necessary expending funds, to improve administration

This compares to 2006 where there was a very high uniformity of focus on raising funds, to the exclusion of most other priorities.

There were a number of changes to the wording of the options provided in 2006, and so comparative data would both be difficult to provide in a readable format and would not be truly representative as a comparator.

6 COMMENTS

Respondee were given the opportunity for general comments, and also to suggest alternative priorities to those provided in the questionnaire. A summary of responses is as follows:

Category of comment	No.	Analysis
Reiterating Existing Priorities	3	All related to the need for investment
Suggesting Alternate Priorities	2	One related to general leadership, one to regional meetings
Specific suggestions for BU	4	Two related to the BU relationship with the BFC board, one to a scoreboard for activity and one to BU relations with stakeholders
Specific suggestions for BFC	3	One related to help for disabled supporters, one to using GP for concerts in the summer ,and one to reducing wasted cost and improving revenue.
General - Positive	1	One regarding perception of improved professionalism.
General - Negative	2	One related to the BU website and unclear policies, and one related to the size of the BU board and need for focus on Lionel Road.
Other	3	General comments, or member-specific comments.
Total	18	

7 CONCLUSIONS

The 2007 Member Survey results demonstrate a consistent performance with 2006, with a generally positive perception of Bees United and the progress that has been achieved. However, there remains substantial room for improvement. Only a small proportion of members are providing the most positive 1-2 scores, and there remain a visible minority scoring 4,5 or, in a few cases, 6.

In terms of priorities, funding remains the most critical issue (whether via BU fundraising or the introduction of new investment), and although the almost exclusive dominance of fundraising in 2006 has not been maintained it remains clearly the highest priority amongst the respondees.

The significant drop in response rate is also noticeable, which does mean we risk misrepresenting the views of the majority of members based on these responses.