



THE UNIVERSITY *of* EDINBURGH

Academy of Sport

Motherwell Football and Athletic Club Fan Survey 2025

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Executive Summary

The results of Motherwell Fan Survey for 2025 are based upon a survey return of more than 1,000 (N=1,107). The majority of questions were answered by more than 700 respondents¹.

Some key facts appear in more than one theme. % in most cases equates to respondents to the question.

Small health warning – in some instances, not many, slight difference between quantitative and qualitative responses.

Who Responded?

- More than 1,000 fans responded which equates to approximately 15% of Motherwell data base and about 25% of the average home crowd.
- 89.3 %of respondents are male and 11.7% female².
- 66% of respondents are Motherwell season ticket holders and 34 % non-season ticket holders.
- 46% of respondents are Well Society Members (WS).
- Only 11.4% of respondents wanted WS to have more say in the running of the club.
- The mean and median age of respondents is 47.1 and 45-54. More than 55% are over the age of 35.
- More than 50% of respondents sit in the John Hunter stand; 26% the Phil O'Donnell stand; 23% the Dave Cooper Stand and less than 1% in the Disabled section.

What is Motherwell?

- 82.7% were very likely or likely to recommend Motherwell FC to a friend, family member or colleague.

The Motherwell value proposition should include community, family, togetherness, youth development, ambition.

¹ Q27 on SLO received the lowest number of responses because of lack of clarity in the question. The most common response being does not make sense or what does SLO stand for. Reminder that questions need clarity to garner maximum response.

² The questions around demographics need to be more inclusive in scope and nature. Missed opportunity.

RO1 Community, family, togetherness, youth development and ambition to be part of the value proposition.

RO2 Uphold the club's community-based approach and values.

Fan Consumption and Communication

- 66.6 % never or rarely bought a match programme while 12.4% always bought a programme.
- 75% (74.69) received the weekly email from the club containing key information.
- 79% thought that communications had improved over the last 12 months.
- 88.7 % answered positively about being able to get in touch with the ticket office by phone or email.
- Almost 86% (85.8) thought that ticketing information was communicated efficiently.
- 49.5% wanted to hear from the CEO once a month and a further 43.6% once every two months (93.1% want to hear from the CEO at least once every two months).
- The most popular social media platforms are x (35.4%) and Facebook (34%).
- Almost 9% (8.89%) did not use social media and went directly to the MFC website.
- 59.9% thought that the SLO's had been a worthwhile introduction by the club.

When asked what would you like in terms of fan engagement pre- and post-match the top themes were: players engagement, kids, fan activities, fan zone, club information.

When asked what else would you like the SLO's to do the responses indicated confusion around the question. The most prominent themes being don't know, better communication and more visible.

RO3 More fan engagement *see short-, medium- and long-term recommendations.

RO4 Sustain and develop the weekly email from the club with key information.

RO5 CEO should report to fans at least once a month.

RO6 Increase the visibility of the SLO's work.

Ticket Behaviour

- 67.5% thought that the ticketing platform was easy to use.
- 11.8% had a season ticket in Apple Pay/Google Wallet.
- 57% said they would be inclined to purchase a ticket earlier in the week if it was cheaper (43%=No).

When asked about improvements to the online ticketing platform the most popular responses related to make easier to use, away game tickets, seats, account management, family tickets and ticket information.

RO6 Make ticket purchasing easier (sell more tickets) *see short, medium and long-term recommendations.

Stadium and Shop

- More than 50% sit in the John Hunter stand; 26% the Phil O'Donnell stand; 23% the Dave Cooper Stand and less than 1% in the Disabled section.
- 70.2% of respondents visit the club shop less than once a month; 16.5% visit once a month while 10.1% visit a few times a month.
- The items that are most commonly bought are strips (52.4%); accessories (18.5%); leisure wear (15.2%) and training wear (13.8%).
- Per season in the club shop 30.8% of respondents spend between £51-£100; 27% spend less than £50; 23.8% spend between £101-150; 18.2% spend more than £200.
- Per visit to the club shop 67.8% of respondents spend between £0-£50; 27.8% between £51 and £100; 3.5% between £101 and £200 and a small number of respondents over £200 (N=5).

When asked about stadium enhancements in the future the top themes were catering, seats, safe, stand, screens, toilets, kiosk, away fans, entertainment, pay at the gate, paint, WIFI, bar, and scoreboard.

RO7 Improve the overall stadium experience – *see short, medium and long-term recommendations.

RO8 Upgrade the infrastructure – new screens, safer and cleaner stands, WIFI and toilets.

RO9 Enhance the technological capability of the stadium. Technology and stadium digital capability have an ever-increasing role to play in keeping both traditional and fluid fans engaged.

Hospitality

- Only 12.8% of respondents took advantage of season ticket upgrade for hospitality.
- 19.2% of respondents attended the Cooper Bar on matchdays.
- 55.1% used the kiosks every home game; 11.7% once a month; 9.2% once every couple of months; 14.4% rarely and 9.5% never.
- 66.4% spend on average between £0-£10; 28.9% £11-£20; 4.3% £20-£30 and 0.2% over £40.
- 60.2% thought that Fir Park kiosks offered reasonably priced items and 76.3% thought food at the kiosks was tasty.

When asked what would encourage you to try one of our hospitality packages the top themes were price, not interested, advertising, food, interested, and time factor.

When asked what would you like to see included on the menu within the Cooper Bar the top themes included: nothing to add, more variety, less waiting time, healthier options, price, quality and pies.

When asked what changes would you like implemented with the beer garden the top themes were: no changes, more seats, cover, advertising, more beers, reduce queues.

RO11 Enhance the attractiveness of hospitality packages

RO12 Increase the variety and quality of food and drinks across outlets. (Higher-quality food and beverages, with more variety (kiosks).

RO13 Increase awareness of beer Garden and improve coverage and seating. *See short, medium and long-term recommendations.

Supporters Buses

- 19.5% used the supporter's buses supplied by the club in the 24/25 season.
- 85.1% rated the service 4 or 5 out of 5 with the average being 4.3 and 5 being highly rated.
- 49.4% replied yes when asked if they would be interested if Motherwell ran buses to every away match.

RO14 Sustain and grow the supporters bus service.

Other

RO15 Develop a Motherwell 2025 Fan Survey One Page Communication to provide results to fans.

Follow this up before the 2026 survey indicating that you asked us to do this, we have listened, and this is what we have actioned based upon your feedback.

RO16 Fan Survey and analysis across the club could be better both in terms of construction and survey uptake.

Disability Voice

Tickets

- *More accessible toilets. You usually have to ask for a key.*
- *Option to purchase disabled tickets*

Hospitality

- *It's also not as accessible for people with disabilities.*

Stadium

Access ramp for Zimmers to John hunter stand and areas to store at top of blocks

Better disabled access

Platforms erected for Disabled supporters at each end of the Cooper Stand (Wheelchair users) and there carers

Disabled access by lift to the main entrance, happy to discuss free of charge as I am an architect.

A lift for older/disabled fans to get up to hospitality in Davie Cooper stand

Better sound system. Video screen. Murals and banners. Raised disabled section.

Able to switch seats between stands if possible. My son rarely attends games due to his DLD and autism but loves football. However, will only sit in old main stand. My daughters sit in cooper stand. If it was possible to switch tickets to other stands to suit it would be great but understand it is a logistical nightmare



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Motherwell Football and Athletic Club 2025 Fan Survey

Demographic Summaries

89.3 %of respondents were male while 11.7% responded as female.

The largest age cohort of respondents were aged 55-64 (19.2%) followed by 65+ (18.7%); 35-44 (18.3%); 45-54 (18.1%); 25-34 (14.7%); 18-24 (7.1%); Under 18 (4.0%).

The mean and median age of respondents is 47.1 and 45-54. More than 55% are over the age of 35.

Communication and Broadcasting

Almost 75% (74.69) of respondents received the weekly email from the club containing key information. 79% of respondents thought that the communications had improved over the last 12 months.

The most popular social media platforms were x (formerly twitter) and Facebook which together accounted for 69.4 % of responses followed by Whats App, Instagram and YouTube.

Almost 9% (8.89%) did not use social media and went directly to the MFC website. 49.5% wanted to hear from the CEO once a month.

64.3% said they would recommend Motherwell FC to a friend, family member or colleague.

82.7% were very likely or likely to recommend Motherwell FC to a friend, family member or colleague.

Only 2.5% were very unlikely or unlikely to recommend Motherwell FC to a friend, family member or colleague.

Stadium/Supporter/Safety Liaison Officers?

59.9% of respondents thought the SLO's had been a worthwhile introduction by the club.

When asked what else would you like the SLO's to do the responses indicated confusion around the question. The most prominent themes being don't know, better communication and more visible.

Better Communication

Believe they need further support. Important to share who they are and why they feel passionate about our club and their role.

Better communication

Better communication

Better engagement through platforms other than X/Twitter.

Communicate to the club, issues fans have, Like, poor quality seating Poor quality kiosk POD stand Traffic chaos after games could be improved by banning cars for a short period of time after matches

Communication to fans

Don't really see the need for them for clubs of our size. There should always be open communication between fans and the club.

Drop ins where fans can go to raise and discuss issues one to one.

Easier to actually contact.

Have a Q and A session with the fans.

Hear more from them and get out and about more.

I think the SLO role is a good one in essence, but having the Well Society staff member responding to the social media comments means that they are effectively unpaid away stewards if you like.

The SLO should have a direct link to parts of the club like ticketing, facilities, etc and provide responses to concerns raised. See Celtic SLO X account for greater insight.

I would have liked them to send out comms regarding forthcoming matches or even to have introduced themselves. I

I would like questionnaires out to fans for ideas and comments

If they could get a weekly injuries and transfers update to report back to the fans, that'd be great

Make contact with more comprehensive sections of the support

More communications and more fan engagement on social media.

More Visible

Be more active. I know they exist, but you don't hear from them or know who they are. There is no presence or promotion from the club.

Be more proactive

Continue to be active on social media platforms

Be more visible

Be more visible

Be more visible online.

Be more visible.

Be more visible.

Be more visible. Couldn't tell you who they are or what they do.

Be more visible. I have never actually seen one.

Be outgoing, speak with fans, chat, be in amongst them. But equally not everyone wants to chat. Be visible.

Better identification

Ticketing and Programmes

66% of respondents are Motherwell season ticket holders; 34 % non-season ticket holders.

67.5% thought the online ticketing platform was easy to use (32.5% not easy to use).

Amongst those who were season ticket holders only 11.8% had a season ticket in Apple Pay/Google Wallet.

88.7 % answered positively about being able to get in touch with the ticket office by phone or email.

Almost 86% (85.8) thought that ticketing information was communicated efficiently.

When asked if respondents would be inclined to buy a ticket earlier in the week if it was cheaper than purchasing the ticket on the relevant match day almost 57% (56.9%) said yes. (43%- no).

Only 12.8% of respondents took advantage of season ticket upgrade for hospitality.

Online Ticketing Improvements

When asked about improvements to the online ticketing platform the most popular responses related to make easier to use, away game tickets, seats, account management, family tickets and ticket information.

Other themes included do not use, season tickets, pay at gate, payment.

Easier to Use:

A more seamless system that is fast efficient and better user interface

All round simplification.... It looks possibly designed more for smart phones

Better access as I cannot do this online

Easier access

Easier to navigate

Easier to use on a mobile phone

For it to work when busy

It can be quite painful sometimes to get tickets the online system seems very slow and dated. This could be improved massively. However, we should go back to PATG where possible missing out on revenue.

It needs to be more intuitive. An example is that reserved tickets are not obviously available. When renewing my season ticket, I followed what appeared to be the online route, but ultimately this didn't allow me to purchase my reserved seat. I had to back out of the system and go into my basket to renew, but this was not obvious. Also, it is not clear what an electronic ticket is or how it will be used in conjunction with the physical season ticket. Clear explanation is required.

It should be as easy as ordering from Amazon. That's the standard to aim for.

It's not very user friendly compared to other teams' platforms. All feels very old fashioned

It's painfully slow and it can be difficult to use

It's slow but always been able to work it fine

It's very awkward, although I rarely actually use it so maybe it becomes easier with regular usage. C

It's not always easy to find the correct game via the links and the select ticket from the stadium plan could be more user friendly.

I've whinged about it a few times, I booked ticket last season 4 times for family to come up from England and it kept crashing; it dies need looking at. 4 out of 4 times it happened.

Just make it easier to access and less complicated

Away Game Tickets:

Away tickets easier to access

Always found it easy enough to use, issue is when tickets for certain games are physical copies only (more of an away game issue)

Any time I log on to buy a ticket it only allows me access to the away end. Bin Ticketmaster.

Be able to order any tickets through Motherwell fc rather than signing up to away teams ticketing service.

Being able to buy away tickets direct from our club instead of having to register with the opposition.

Also linking season tickets could be made easier

Being able to buy away tickets directly from Motherwell rather than through the other club, I understand this is not fully down to Motherwell FC

Being able to buy away tickets online. I realise there are security reasons for this policy but it is detrimental; I no longer attend many away games as I rarely have the time to drive to Fir Park and pick up a ticket in person. I would attend many more away games if I were able to purchase them online as an electronic ticket.

Bit clunky at times but to be fair it's away tickets that are the big issue

Seats:

It's currently unreliable, unresponsive, jumpy and on several occasions, I have had to give in and either use the phone or go to the ticket office in person to successfully conclude business. The 'choose your seat' mapping system isn't fit for purpose. When trying to get a friend a ticket to sit beside or near my season ticket seat it's hit or a miss as you can't tell what row or number you're picking till you've picked it. Feel quite strongly that it needs ripped up and started again.

It's just generally clunky and difficult to navigate seat selector.

It's not intuitive compared with those of many other SPL ticketing platforms. It is sometimes difficult to select a particular seat as the selection tool often does not rest on the seat selected.

I have had to phone the ticket office because of a failure on the website. Other SPL platforms are easier to use.

I've found trying to find a seat in the stand I want difficult at times. Thankfully it's simpler as a season ticket holder and gaining access through my account.

Make it easier to find the seat you are looking for instead of hopping the blue dot you hit is the correct one.

My particular season ticket seat does not appear in the seating plan when I try to e.g. buy a League cup ticket for my season ticket seat.

Only frustration I've encountered is when looking for a ticket for my wife to attend when she can there is never a seat close to us available, yet every game we are surrounded by empty seats.

Perhaps clearer what seat you are selecting

Seat allocation page is frustrating. It could be easier to view.

Seat booking can be quite difficult currently

Sometimes it's not brilliant on a mobile to select a seat.

The view from the seat you are booking

When renewing your season ticket, it doesn't automatically assign you your current seat so that needs improvement

Account Management:

A better option of renewing password if you have forgotten your number, especially if ticket office is closed and you don't stay anywhere near the stadium.

Being able to change the customer number to a username or something easier to remember

Can't get into my account. Forgot password and no email to set up a new one.

Change the login to email address rather than customer number

Don't have to sign in to view. Make it less difficult to buy tickets

Easier login process

Email login instead of customer number, improved seat selection process, PayPal, ability to place multiple (additional) orders

I can't retrieve my customer number (from memory this is the name of this), and the only way to retrieve it is via the ticket office. Can we move to email address logins? But haven't used the platform asides from this and currently rely on friends/family to buy ticket when I need one.

I have had to reset my password on multiple occasions and, when I then try to access the platform, it refuses to grant me entry. I have now given up using it.

I Have never been able to buy my season ticket online don't understand how to get to my account

I was unable to create an account

I would like it to remember my log in details instead of me searching for my season ticket number.

I would like to see a digital version of STs uploaded onto our accounts; in case we happen to forget to lift our ST cards while going to the game. I'd also suggest maybe having an app for our STs to make it more easily accessible for supporters.

Instead of ticket numbers use an email address system

It won't allow me to ever sign in

It's fine if you've got a log-in, remember your number and all that - any issues it goes completely to pot

I've found it impossible to reset a password. Seat selection feature is terrible.

Family Tickets:

More user friendly,

Being able to buy an individual ticket for a home match for my 3-year-old son as me and my 6-year-old son have season tickets. Last season (and possibly still currently) this was not an option online, and I had to phone up.

Being able to go in and add a child ticket to bring one of my son's friends to a game. Having to wait on the wee red dot doesn't allow other tickets to be added. Or adding a child ticket later on.

Difficult to link myself and grandson making me visit the ticket office

Being able to renew family season tickets on it

Ease of adding additional games like cups and the ability to add more as family go to these games but not always each week.

Easier to link family and friends season tickets.

Full revamp of system. It's been difficult in the past to book seats next to each other for my kids.

Having to phone to get the early bird discount for our family ticket defeats the purpose of doing it online

I find it quite clunky trying to link accounts to buy tickets for my linked accounts sometimes.

I usually get my son to do it because of it.

I never received notifications on renewal of season ticket whether online or by mail, I have never been able to link my daughter seasons ticket seats to my network and I have repeatedly mailed email as requested to no replies. Nothing gets followed up upon. Even when I have requested to spend add cash on upgrades. I gave up a couple of seasons ago.

I use my dad's account to buy tickets for myself and my daughter. When I access mine, it appears unknown.

It should be easier to buy tickets for me and my son (accounts are linked) to buy tickets for cup games easier or away games as right now I need to buy one mine then log into his account and buy there again, so it's often not possible to pick two seats together.

Make it easier to access the family tickets when renewing season tickets.

Not easy when booking tickets for the family.

Ticket Information:

I find that trying to pick a seat is tricky, using the phone. Could there be an easier way to increase size if sections without having to manually blow these up?

Include members of the 91 Lounge

Option for a physical ticket

Tickets for the Old firm games should be online, must be a way of knowing if someone has had an account for more than 3 seasons. I miss old firm games because I can't get to the ticket office during the week

An option for a home cup game scheme on season ticket at the start of the season, where you can opt in and agree for the £ to be taken automatically for cup games.

Links to tickets (and articles advising on ticket sales) released in a more timely and consistent fashion.

Match tickets being available further in advance would make planning around other life events easier if I was able to confirm if/when I was attending matches.

Maybe would be easier using a specific MFC app where all tickets are kept on.

More detail about Centenary Suite season ticket availability

More tickets sold online rather than in person. Availability of tickets 1 month prior to the game

Allow purchase of tickets vs the old firm as long as the buyer has a ticket history

Joint option for men's and women's game in one ticket

Have the student option for tickets/renewals available rather than having to email or phone the ticket office to have this option activated each time

Better support for global fans without UK addresses, phone numbers etc

I'd like to see different ticketing options. I would like to see an offshore worker ticket option not sure best options for this but some flexibility to choose package or pre-determined number of fixtures

Programmes

66.6 % of respondents never or rarely bought a match programme while 12.4% always bought a programme.

Supporters Buses

19.5% of respondents used the supporter's buses supplied by the club in the 24/25 season. The service was highly rated with 85.1% rating the service 4 or 5 out of 5 with the average being 4.3.

49.4% replied yes when asked if they would be interested if Motherwell ran buses to every away match.

Stadium

More than 50% of respondents sit in the John Hunter stand, followed by the Phil O'Donnell stand (26%); the Dave Cooper Stand (23%) and less than 1% in the Disabled section.

When asked about stadium enhancements in the future the top themes were catering, seats, safe, stand, screens, toilets, kiosk, away fans, entertainment, pay at the gate, paint, WIFI, bar, and scoreboard.

Other themes mentioned but not top themes included view, accessible facilities, legroom sound system, kids, toilets/water, fan zones, seats/catering, wider turnstiles, suite, atmosphere.

Catering

Cash gates Half time entertainment Bookmakers within stand

A better selection of food at the kiosks and at a reasonable price

A wee bit more control of the queue for food. Regularly have large groups (10+) of young boys jumping in near the front of the queue. The food is also grossly overpriced.

Beer, shorted queues for food and drink

Beers on match

Better and more consistent catering. We never know what the food is going to be like, and the choice is really limited

Better and more varied concessions, e.g. themed outlets (Indian, fried chicken etc.).

More fan activities and zones outside the stadium.

Better catering

Better catering options

Better catering options, better foods.

Better catering, e.g. hot soup, Cornish pasties

Better coffee quality and drinks

Better coffee. Perhaps a Costa machine. The coffee is terrible and is basically like £3 for an instant coffee in boiling water with those cheap milk packets

Better fan catering, at the moment I would say it's average, it would also be good to have a cold beer.

Better food and drink options at kiosks. Improvement view in east stand as ruined last season.

Safe standing in block E

Better food and pricing the prices are shocking

Better food options.

Better food options. More reasons to get to the ground earlier. The small patch beside the South Stand a good thing when it was on. Just something different from time to time.

Better food stall with more efficient queuing although staff do their best.

Better organisation, options and faster moving snack kiosk.

Seats

The seats in main stand Clean them Litter in ground pick it up Must have staff that can do that The training is us clean and tidy and so that is used by a lot more people in a week than people that that use Fir Park I'm sure the mole will be able to confirm this

Better maintenance of seats in Phil O'Donnell Stand.

Better seat quality seating in main stand

Better seats in the Phil O'Donnell stand. The view is great but the seats without backs are terrible.

Better seats, especially in the Phil O'Donnell stand

Clean the seats in the main stand. They are very dirty with bird poo and occasionally footprints. It is making me reconsider cushioned seats! ok that's unlikely but make seats more comfortable, and clean

Fix the seats in the away end and have away fans seated in the bottom tier as standard. They deserve to be treated as importantly as home fans. They are fans too. It's much better as a spectacle and as an experience to have fans closer to the pitch.

Foam fingers on every seat

Have all the seating in the O'Donnell stand of the same type; bucket seats not great

Heated seats

I know it's a big ask but new seating, in some areas it needs addressing as badly damaged or old.

I want the bird shit cleaned away from my section in the Phil O'Donnell regularly. I want my bucket seat replaced with a leather dug out seat too.

Improve the seats in the Phil O'Donnell stand in respect of actual seat and leg room

Improvement of the Phil O'Donnell generally but specifically the seating to get rid of the seats with no backs.

More consistent seats in the home stand just so that it looks better (would encourage certain areas being used more as well)

More seats and/or space in the bars to sit prior to games

Only thing I would say is sometimes seats are dirty with birds' droppings

Please recover the seats in the POD members stand very long overdue Also bring back the name plates for season ticket holders as opposed to the awful stickers The catering needs revamped across the stadium

I recommend you contact Danny at Danny's Event Catering for support even on a consultancy basis.

We are considerably behind the times in this area, and he can support to modernise and help generate a more sustainable revenue.

Replace the 60-year-old seats in the Main Stand centre section. Long overdue

Reserved signs on season ticket seats that are updated each season

slightly more room at your feet when sitting

The bucket seats in the Phil O'Donnell stand could probably be replaced with regular seats.

The seating in the POD stand cleaned at least once a year.

Your name on your seat if you are a season ticket holder, would be a nice touch

Season ticket holders' seats marked to prevent guests inadvertently occupying them. This frequently causes distress to both parties and detracts from match day enjoyment

Safe

Access to seats is a bit awkward (the route). Toilets - small, taps hardly work and same with hand dryers,

it's an unpleasant set up Food: the pies and hotdogs - not very nice. Some nicer things like wraps - hot / cold would be good. Maybe something like wine gums, randoms etc instead of chocolate bars

Some parts of the stadium need a complete deep clean. For example, the amount of bird droppings in the POD and south stands are likely to be a health and safety concern. Could the club launch some sort of supporter volunteering day to freshen up the stadium in terms of cleaning/painting as Hibs do this well.

Glad to hear that electronic advertising boards are being put in place for next season as it should improve the view of the JHS.

At my age the route to my seat has no type of stability help I have to depend on my grandson and granddaughter I am not alone on this issue

Better, safer layout of kiosk queueing, and quicker service, as the situation with both has STOPPED me using the facility

Less physically restrictive access into POD stand, safer and efficient kiosk service in POD, partnership with mobile network to enable usable network services inside stands when crowds are in (allow fans to use phones as direct contact with club services during events)

Look into hand railings. They could go down the middle of the steps, they could be at the end of every other seat row (like the balcony sections at the Hydro). There's a lot of elderly people or people with mobility issues that would benefit from this.

Netting at the back of each section in the John Hunter to deter people leaning over barrier.

Stewards should keep stairwells clear Safety issue and never seen a steward approaching anyone blocking stairs all last season.

People standing before, during and after the game with hot beverages behind row S in the John Hunter Stand is very dangerous and should be addressed as a matter of urgency.

Reintroduce safe standing areas

Restrict standing in walk area behind seats. Too often large groups assemble and hang over those sitting in the back row

Safe standing

Safe standing

Safe standing / a standing section. Being a gentleman of lanky proportions, it can be quite uncomfortable folding myself into a seat at FP

safe standing areas

Safe standing in Block E section on John Hunter.

Safe standing in John hunter. The bottom two sections already stand throughout the game, this area could be used a selling point to more fans if it was turned into the specific standing/singing section

Safe standing in the John Hunter (at least the end two sections next to south stand) - Away fans on bottom tier of South for TV purposes

Safe standing in the John Hunter stand.

Safe standing section

Safe standing, expand and modernise food and drink kiosks, upgrades to the fan zone (live singer, screens)

Safe standing, nicer catering, beer

Safe standing.

Safe standing.

Safe standing. Beer in plastic cups

Unrealistically, safe standing.

Stand

Better sound system. Video screen. Murals and banners. Raised disabled section.

The whole stadium experience. You could learn a huge amount from other clubs (where's our walk out song – no pre-game atmosphere) or other sports like Ice Hockey (pre-game atmosphere, club songs, proper PA announcer, on pitch competitions, proper half time draw, shirt of the back tickets etc etc). Create a game day

atmosphere.
 Club catering offer is poor - no healthy choices or vegetarian or vegan options. All fast junk food.

Stadium tour

As in American stadium enders in the stands selling snacks

Back to standing in the Hunter stand

a long-term plan to replace/rebuild the main stand, full length of the pitch

get rid of black curtain in JH Stand. remove or lower metal railings at front of stand

Get rid of the black tarp at the back of east stand

I had a season ticket in the POD stand for a decade or so and that seating there is cramped and the queueing at half-time for refreshments is excessive, but there's no space to expand catering offer.

Main stand (POD) where I sit needs to be addressed. The longer the club leave it the more problematic it will become. My suggestion is to start saving portion of Transfer fees received to use to fund a rebuild of the main stand.

Main stand badly falling apart needs refurbished if at all possible

Main Stand is unfit for purpose, no leg room for me & I am only 5ft 8in

Main stand needs gutted. Seats are shameful- broken and filthy

Make barriers smaller in the John Hunter stand, they are far to big

Netting behind all the back rows in the Hunter stand

New John hunter stand

New main stan with upgraded full suite of facilities

New main stand for the future

New main stand.

New main stand. Enhanced access to Hunter stand. More washrooms. More food options locations.

New Roof on the John Hunter Stand, site lines aren't great

Standing section

Upgrade the main stand

Remove the Hunter stand modifications

Upgrade to Phil O'Donnell stand - better seating and food & drink concessions

TV in the corner and seat refurbishment in the Phil O'Donnell stand

Dedicated standing section that doesn't require you to be amongst Block E

Screens

Please improve the scoreboard

A big screen for better info and viewing of previous highlights etc. Current display is really poor and ineffective, cheap looking compared to other clubs.

A live feed screen, more digital ad boards

Big screen

Big screen in the corner, like Hibs, Hearts and St Johnstone have.

Bigger tv screen / scoreboard. Better match day experience for children and young support especially at half time.

Finish that stand-off. Digital food screen with specials. Bigger screen for var and replays.

I think a big screen between where gaps are between one of the stadiums stands would be good. Remove the daft black curtain that's there between certain sections of east stand at the back. It brings absolutely nothing and clearly isn't needed as the full stand does not have it. It's a complete eye sore.

Better big screens. Queuing at JH is poor, should queue in both directions like we used to.

Better screens for visual impaired, more clocks round the ground

Live replays of var decisions on big screen

Maybe big screens to fill in the corners of the grounds where stands leave a gap.

More screens to communicate VAR decisions better and to make the fan experience generally more inclusive.

Perhaps a little picky, but I remember there used to be a tv in the cooper concourse and I liked going down at half time to see the other results on it. Also, if our game were televised, I liked going down to see some of the replays from what I'd just watched. I guess I wouldn't mind having that again.

Proper large screen score boards in the corners.

Screen showing replays.

Screens

Screens

Screens that show the game from MFCTV to help our supporters with bad eyesight continue to enjoy the experience of being at Fir Park

Television screens

Toilets

Ticket scanners for entry to stadium

Better kiosk and toilet facilities in POD Stand.

Better toilet facilities

Better toilets

Better toilets in the Cooper stand

gent's toilet and catering kiosk in South end of Phil O'Donnell too small and need upgrading but too little space available to allow this

Good choices and toilet upgrades

More female toilets

More ladies' toilets

Women's toilet improvements.

Female toilets don't flush well

Hot water, soap & a plentiful supply of paper towels in the toilets.

Improved toilet facilities in the Cooper stand such as functional dryers.

Improved toilets

Nicer toilets for the hundreds of women who attend

The toilets for women are still a nightmare, after a couple games the flush does not work, the stall that has the shelf can be unsafe for some as possibly unsteady people could bump into it, so maybe a different approach for that, and also the women's toilet doors come loose, I have in the past seen missing bolts

Toilets could always be improved. Only 2 cubicles in main toilet block not ideal

Upgrade ladies' toilets in main stand. Toilets don't flush properly, two cubical not enough, never any soap.

Upgrade the toilets. Upgrade the food kiosks, some of the food isn't too good on occasions pies have been sold out before half time. Sausage rolls are rank rotten.

Working toilets, steps that don't give way when stood on and padded seats that are padded

Hot water in toilets

Cleaner toilets, warm water

Kiosk

At the kiosks in the pod stand there are corner shelves where at one time live feed of game allowed folk to still queue after kick off but now when KO they leave without a purchase, understand if it's a license problem

Kiosks to sell 50/50 tickets

More choice at kiosks

More choices and better catering at the kiosk. Most away games I have been to has made me realise where we are severely falling behind in the catering sector. In the past few years, we've only really introduced a few new pies. Other grounds I've visited have had burgers, chips, pizza, donuts etc.

More flavours of fizzy juice in the kiosks

More kiosk items

More options at the kiosks

Over the past two seasons I have stopped purchasing food and drink as often from the kiosk; at the start of the season certain items were sold out (steak pies). As a result, I simply bring my own food in now.

Queues at the kiosk can block up the corridors when busy, can any changes be made to increase the food kiosk areas so that they're bigger?

Reduce prices of pies, hot dogs etc. in kiosks. £6.00 for a hot dog and a bottle of water. Employ more staff in kiosks (it takes too long to be served).

Remove black curtain next to kiosk in John hunter stand

Rolls and sausage, chips etc at the kiosks

Shorter waiting time at kiosk.

Cheaper pricing at the kiosks

Upgrade food kiosks

Upgraded kiosk with different food, I work in the convenience store sector, and we offer far better products at decent price point, why not even off them out to tender or get in a bakery partner to enhance the offer, I see this is a more important factor than alcohol in the stadium, there are more fans that would be attracted to a better food offer and more efficient kiosk operation, times have changed but we need to move forward with profitability and opportunities. What about a big screen? Our corners are not filled so there are areas for installation.

Not enough focus is given to our local business that also offer discounts to ST holders. we need to shout more about this, the discount means nothing if people don't know where they get a discount from and are reminded regularly, also the business does this to drive sales for them so engaging more should be a priority....

Specsavers Motherwell for example are part of the scheme, and you haven't even put them in the list that we only see once a year unless you look for it ... promote local as they are working with you!

General upgrades as everything is pretty tired, better kiosks/food options. In support of the manager perhaps something like this- In Danish football stadiums, the classic stadium fare is a "stadionplatte," consisting of two sausages in a bun with mustard and ketchup'. And the ability to have a beer would be good.

Some reinvestment of the Miller Millions needs to go into the stadium.

Speed the kiosks up, seems plenty of staff but painfully slow ...also prices are far too high, toilets not great, driers and paper towel dispenser hardly work...be nice if my seat and surrounds weren't covered in bird shit every other week

Away fans

More tifos to bring atmosphere

Away fans back in the lower tier for every game, the atmosphere has suffered over the last season.

Away fans in bottom tier. Safe standing a long-term goal.

I only have one main issue and it's the moving of away fans to the top of the stand. Makes the atmosphere and makes the ground feel more empty. This is also something that might put off travelling fans meaning less income

Keep the old firm support away as much as possible. I don't go to the old firm home games as their support is vile, particularly sevco!!! They infest every bar and infiltrate the home stands.

Move the fans back down to the bottom tier at the away end.

No away fans in home end. Eg Ross county or Alloa. Old firm fans still getting into home end and not ejected.

Please stop allowing Celtic and Rangers fans (who have bought tickets either in the Phil O'Donnell stand or hospitality in the POD stand) to congregate at the end of the match (sometimes even at HT) at the bottom of the stairs to photograph/cheer their players and manager off the park at the dugout/tunnel area.

This has been happening for years and is a disgrace. As my ST is in this area of the POD Members stand, we are continually faced with gloating Old Firm fans with a total sense of disregard for home fans and an arrogance to match. This is an incident waiting to happen.

Put away fans in the bottom section of the away stand. It ruins the atmosphere 🙄

I would like to see us hosting away supporters back into the bottom tier of our away end.

Yes, move away supporters to the bottom tier. Utter nonsense putting them up there and it kills the atmosphere. On the bottom tier the atmosphere would be so much better. It's OK to put supporters there when it's full so it's not a safety issue of any sort or whatever other excuse the club use.

House away fans in the lower section of the south stand Get rid of block E and encourage supporters to chant actual Motherwell songs to increase the atmosphere

Entertainment

More celebration / communication of our club's history around the stadium. Better quality hospitality

I would like someone to announce season ticket holder's birthdays and say congratulations.

Entertainment e.g. live music.

More American sports style approach to fan engagement. When it's half time you have fan interaction and things like merchandise being given away.

More entertainment on match days

more fan involved half time entertainment, e.g. kids in a penalty shoot out

Pre match entertainment family orientated

We should be doing more with fans to get more money into club open days fun day for kids keeping fans in stadium after games at weekend also before games

Consider playing SWPL and men's games as double headers.

Pay at the gate

As mentioned before a pay at the gate option for games out with the old firm.

Bring back pay at the gate and have card machines available.

Pay at the gate

Pay at the gate facility.

Pay at the gate turnstile.

Pay gate fir casual fans

The option of pay at the gate has to return

Yes. Bring back cash at turn styles

You should be able to turn up without a ticket and tap your card to pay in

Paint

Paint the main stand/steps etc - the structure looks tired.

Some paint on all the framework of the stadium

I'd like to see some improvements to the Phil O'Donnell particularly with the whole standing needing a good lick of paint

Yes, I want the main stand to get a good lick of paint

I think the wall outside the David cooper stand could be painted to show the history of the club or be used to remember those we have lost like cooper and O'Donnell

Some form of decoration of the prison wall along the bottom of the east stand, ideally a revenue generating scheme for the club

Not features however the stadium does need some lick of paint work on the metals. TVs in the concourse would be an improvement and also some upgrades to the kiosk such as different variety of snacks as I feel they have been the same since the first time I went to Fir Park 17 years ago. Prices as well can be brought down I know that profit is needed to help the club grow but knowing you can go to the Tesco before the game and get sweets and crisps for half the price doesn't help sell them at the ground.

WIFI, bar

Wider turnstiles for the larger supporters please.

Better WIFI

Better Wi-Fi connection.

WIFI

Wi-fi / vending machines

WIFI in stands.

WIFI is very very bad in the Phil O'Donnell no signal. NEED SOME HELP FROM B.T.

Free Wi-fi throughout the stadium, better selection of food at the kiosks

Greater WIFI or social media connection capability in the stadium Better food options in Phil O'Donnell stand and queues for half-time snacks etc take too long.

50 / 50 winning numbers for each week published on line

Scoreboard and Screens

Better and larger scoreboard

Score board fix as sometimes times wrong throughout game i.e. 75mins real time played but clock says 35mins

Am hard of hearing so maybe more stuff on scoreboard with stuff

A better score board

Please improve the scoreboard

A big screen for better info and viewing of previous highlights etc. Current display is really poor and ineffective, cheap looking compared to other clubs.

A live feed screen, more digital ad boards

Big screen

Big screen in the corner, like Hibs, Hearts and St Johnstone have.

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Screen showing replays.

Screens

Screens

<i>Screens that show the game from MFCTV to help our supporters with bad eyesight continue to enjoy the experience</i>
<i>Television screens</i>
<i>A big corner TV screen and a better Tannoy system in the Cooper stand</i>

Hospitality and Kiosks

Only 12:8% of respondents took advantage of season ticket upgrade for hospitality.

58% of respondents always or usually used the kiosks while 9% responded never.

66.4% spend on average between £0-£10; 28.9% £11-£20; 4.3% £20-£30 and 0.2% over £40.

55.1% used the kiosks every home game; 11.7% once a month; 9.2% once every couple of months; 14.4% rarely and 9.5% never.

60.2% thought that Fir Park kiosks offered reasonably priced items and 76.3% thought food at the kiosks was tasty.

Hospitality Package Encouragement

When asked what would encourage you to try one of our hospitality packages the top themes were price, not interested, advertising, food, interested, and time factor.

Other factors mentioned but not top themes included service, season ticket, own seat, facilities, special occasion, lack of atmosphere, 91 lounge, and dress code.

Price

<i>Probably nothing. I enjoy the match day experience where I currently sit but could be persuaded to use this for non- Motherwell games</i>
<i>A better offer</i>
<i>A deal (e.g. hospitality package for 3 home games during the month for a certain price)</i>
<i>A larger discount for season ticket holders - 10%</i>
<i>A more reasonable price</i>
<i>A trial price, to let people see what a hospitality day looks like</i>
<i>A weekly ballot offering a discount for empty boxes.</i>
<i>Been to hospitality price wise ok for businessmen but expensive for the ordinary fan</i>
<i>Better deals, value for money, already paying considerable amount for season ticket</i>
<i>Better discounts for season ticket holders or a friends/family package</i>
<i>Better price / value for money.</i>
<i>Better Price/Deal</i>
<i>Better prices</i>
<i>Better prices. Perhaps pick season ticket holders in a draw for free hospitality</i>
<i>Better value for money.</i>
<i>Cheaper cost.</i>
<i>Cheaper price</i>
<i>Cheaper price and being able to watch the match from my usual season ticket seat</i>
<i>Cheaper price for season tickets holders for one booking in hospitality per season.</i>

Cheaper price.

Cheaper price.

Cheaper prices

Cheaper pricing for concessions

Cheaper upgrades

Competitions to win upgrades maybe? I can't say it's something I'd often consider given the price of season tickets are already a significant investment for most.

Cost

Cost and availability

Cost prohibitive, it's MUCH cheaper to eat/drink in the pubs and clubs near the ground. Offer buffet options rather than meals.

Not Interested

Did and didn't enjoy

Did not like it

Don't like hospitality

I come alone to Fir Park aged nearly 80 and have never been to hospitality

I have no interest in hospitality.

I have no interest in hospitality.

I prefer to sit in the stands

I wouldn't

I'm not really interested

If I feel like it, I'll do it but it's not really my thing.

I'm not interested in them at this time.

I'm not particularly interested in hospitality

It's not for me.

It's not really my scene. Feels a bit stuffy.

It's not something I would be interested in.

It's not what I want out of an afternoon of football

Just isn't something appealing to me

Just not for me.

Like being in the stand

Never been something I've been interested in.

Never crossed my mind to consider

Never thought of

No interest

Advertising

Membership of 91 Lounge is sufficient

Advance notice of availability

Advertisement of it more

clarity on where the hospitality will be located. Previously been told it would be in one area (south stand) then it changed to main stand the day before

Clearer communication on this

I didn't know an upgrade was available. I'm not at the football for hospitality though, I like being in my seat in the atmosphere

I don't know enough about the hospitality package.

I forget that this is an option, more publicity would be useful

I wanted to upgrade my ticket to have half time access to the centenary suite, got knocked back saying no such upgrade exists,

I've done it before, however, not advertised very well. Maybe emails to ST holders directly to advertise it and promote it

It is hard to gain info. For example, I have a season ticket I would like to keep my current seat but upgrade to the halftime Centenary package by paying the difference in cost of possible? Never had a reply

I've honestly never looked so don't know the cost or what it entails

I've never heard of that before so maybe it could be advertised more?

Knowing what's available and when. Discount for multiple games.

Maybe more advertising on social media?

More advertisement for discounted deals

More advertising

More advertising and deals

More communication of this - didn't know it was a thing until now

More info on what you get & cost

More information

More information about exactly what the hospitality package includes, and images of the seating would be useful as I'm never quite sure exactly what it includes

Not seen advertised on social media discounted rates.

Periodic reminders of availability. I always forget about it as an option. Maybe reminders around peoples birthdays to make a day of it would help?

Periodic reminders of the available packages

Food

Maybe a free child place with an adult.

A vegan option for the meal.

A new more informal option. Other clubs do options with street food and a few beers.

Better choice than yet more chicken!!

Better food offering in the Centenary. There was an improvement at the start of the 2024-25 season, by December it had gone downhill. The end of the season offer was very poor.

Better food, at least a varied choice

Better quality food

I have not been in hospitality for a few years, but I've been a few times, and I have always found it poor. My main issue is the standard of the food served was poor, and as someone who is not interested in the bar/alcohol

I have used the hospitality in the past but going the quality of food and environment i.e. dress code etc has gone to a lower standard. I used to use for business but it's now a place outside of old firm game for birthdays etc so there are better options for this level out with the stadium

I tried hospitality and it was like school dinners; you sat us with miserable people. Not an enjoyable experience

I went once recently; the food quality wasn't worth the money.

If you could use the hospitality in the Phil O'Donnell then return to your season ticket seats

Lower grade package. Drinks and finger food

More choices for celiacs.

Quality of food /drink view from seat and comfort

Spirits being part of the drink's packages,

The food would need to be better. I received Club 91 hospitality for my birthday and the food consisted of

6 tubes of pasta and tomato sauce. Pies and sandwiches at half time were good but pre match was extremely poor fare for a price of £90

Tried it this season after the split absolute rip off. £49 for a burger and chips, never again.

Upgrade the quality of the meals

Use less of the B NS curry sauce

vegan options on the menu

Was very poor 4 of us went to a game last season Food was terrible

Better off going to the bowling club across the road Cheaper drink, snack food much better than what we got at so called hospitality

Interested

We get half time hospitality. That is sufficient for us.

I'm happy to do this when I want

Nothing, I really want to try it so wouldn't take much convincing

Nothing, something I've wanted to do but never have got round to it

Would be bringing sons (11 & 7), seems more adult / alcohol oriented? Would like to try it sometime though

Yes

Yes

Yes, I would

I am thinking of taking up hospitality over the next season.

I have attended in the past and will do again in the future.

I hope to use it this season with friends

I used the upgrade once this season for the hearts game the young lad on the Mic was absolutely brilliant, he would make me come back again

I will be trying hospitality this year

I live overseas but take advantage of hospitality from time to time when I am back in Scotland.

Not had the chance to, hopefully this season

I use the boxes 2/3 times a season

Time Factor

Only used for special occasions I enjoy the match day atmosphere from my allocated seat

If I was in Motherwell, the day before I would be more inclined

It would have to fit with my plans.

It's more a time factor that I haven't upgraded before, can't commit to being at the stadium as early as you need to be.

Just never been able to get an agreed date that's bookable

My own availability

I have enjoyed hospitality numerous times previously but working hours prevent me from upgrading more often

I want to just haven't had the chance

I would potentially be interested in a hospitality package, I am just not a season ticket holder due to work shifts meaning I can't attend all matches.

I am busy helping with selling the club programmes and haven't got the time to go.

Sometimes plans change throughout the week, not something I have thought much about doing

Time! My son, who accompanies me to games, plays football every Saturday morning, so I frequently have to rush to Fir Park.

Cooper Bar and Beer Garden

Only 19.2% of respondents attended the Cooper Bar on matchdays.

When asked what would you like to see included on the menu within the Cooper Bar the top themes included: nothing to add, more variety, less waiting time, healthier options, price, quality and pies.

Nothing to add

<i>?</i>
<i>Don't know, whatever Macdonald sells or small pizzas? If the queues outside such places are a Guide, KFC things</i>
<i>Don't use it</i>
<i>Don't use it</i>
<i>Don't drink</i>
<i>Don't eat there.</i>
<i>Don't normally go</i>
<i>don't use cooper bar</i>
<i>Don't use it</i>
<i>I do not go to the Cooper Bar because I arrive 2 hours before kick-off when I meet my friends there</i>
<i>I don't know</i>
<i>I don't attend the Cooper Bar on matchday so I'm not in a particular position to make a suggestion. That's nothing against the Cooper incidentally. It's just that my usual routine is driving to the game, arriving shortly before K/O and leaving on final whistle.</i>
<i>I don't know it well enough.</i>
<i>I don't order food when I'm at the Cooper Bar.</i>

More variety

<i>Not been in for a while, used to go regular but long line waiting to be served then hurried out the place as you've just bought another drink, go elsewhere now</i>
<i>Free beer</i>
<i>Offer more beer</i>
<i>More beer options</i>
<i>Better drink selection, as a non-drinker it's boring just having warm soft drinks</i>
<i>More snacks</i>
<i>More choice</i>
<i>More choice of food</i>
<i>More choice of food</i>
<i>More food, snacks, special offers</i>
<i>More variation - curry night for midweek games, bacon roll/soup for early kick offs...</i>
<i>More variety.</i>
<i>Upgraded somewhat</i>
<i>When it changed hands, offerings stayed the same so more variety please</i>
<i>nachos, chicken wings, hot dogs,</i>

Less waiting time

<i>Better selection of Lager beers on draught. Bar should be opened longer after full time as often the bar can only be open for 30 mins after full time and VAR.</i>
<i>Have a separate bottle bar to speed up service.</i>

I have used it, but more staff required, not prepared to queue when I can get served quickly, I'm the many other establishments close by.

It's always too busy can't get a seat

It's too cramped and the queue too long for me to want to go.

Make it easier to get served both food and beverage. Queues are a major turn off and reason I generally go elsewhere

More space at bar with either smaller queues or quicker service.

Not been in for a while, used to go regular but long line waiting to be served then hurried out the place as you've just bought another drink, go elsewhere now

Healthier options

Guinness on tap/draft

Health choices - vegan and vegetarian food. Less focus on alcohol. What about a coffee lounge?

Healthier options

Healthy eating options please

Healthy options

Healthy options

Price

Cheaper beer prices to encourage me to go back, as I used to go in regularly.

Food from new caterer was really poor last season. Expensive and tiny portions won't be back to them.

When a new catering vacancy is available it should be offered for business to apply for to allow competitive pricing and a choice of what's to be offered instead of someone getting in without competition and ripping fans off.

I personally have a hot food business and would be embarrassed to serve & charge what they do

Meal deals food and pint

You don't give a box for comments on the Kiosk so here are mine. I wanted a water one day to take my medication and they wanted £1 for a cup of water. The Kiosk food is okay but certainly not worth the money, it's a total rip off.

Facilities are poor, staffing/service hasn't improved in years.

Firstly, better food, better prepared, better served.

Improve the bar service staff and facilities. It takes far too long to get served.

The food in the canteen used to be amazing years ago, now its small portions, overpriced and low quality.

Just increase the quality and portion size.

Better quality beer, usually flat.

Quick and easy food

Reasonably priced snacks

Quality

Facilities are poor, staffing/service hasn't improved in years.

Firstly, better food, better prepared, better served.

Improve the bar service staff and facilities. It takes far too long to get served.

The food in the canteen used to be amazing years ago, now its small portions, overpriced and low quality.

Just increase the quality and portion size.

Better quality beer, usually flat.

The issue is not the menu. The bar isn't set up to deal with the queues or required seating on a match day.

Full bar needs a refurb to attract more people

Pies.

Unsure.

Maybe Packet noodles hot dogs mac & cheese tortillas & dip

Menu is fine for supporters. Pie and beans are staple lol

Nothing more a pie and Bovril are all I need

The pies they sell at the kiosks

Pies from in the ground

Pies.

Pies chips pakora hot dogs burgers

Better food. Food is not always great. Rolls sausage, bacon chips

Soup. Fish and chips. Bridies/ Cornish pasties. Good sandwiches. curry

Beer Garden

18.8% of respondents had visited the Beer Garden.

When asked about what changes would you like implemented with the beer garden the top themes were: no changes, more seats, cover, advertising, more beers, reduce queues,

Other themes included live music, staying open longer, Guinness, size, price, street food, TV.

More seats

From the pictures I've seen there is no seating, I'm possibly wrong, but seats would make me more likely to go
In cold weather a claret an amber beer tent with patio heaters and a wooden base, and more seating around If a garden fete can manage one?

More benches

More seating

More seating and a more permanent bar

More seating and standing area.

More seating and tables available. Open after the match as well.

More seating areas. Perhaps cover if the weather takes a turn.

More seating options

More seating. Slightly wider range of bottled beers

More seats

More seats

More seats

More seats and some spirits

More seats or tables. Even somewhere to put a drink while standing.

Seats/benches

Serve beer in glasses and have more tables / chairs available

Some more seating.

Cover

Better shelter if it rains

Cover

Cover for wet days. Ensure beer does not run out
 Cover heating so garden can be used for winter
 Cover in case of rain
 Covered area for rainy days? Patio heaters for winter? More snack options?
 Have it all weather. Retractable covers
 If this is open air, suggest something that makes this usable during the many wet months of the years
 Maybe a cover but our weather limits how often bar is available.
 More substantial cover
 Shelter of inclement weather
 Some shelter in case it rains so it can still be open to fans on match day

Advertising

More accessible toilets. You usually have to ask for a key.
 Advertise it - I didn't know we had a beer garden
 I was unaware there was a beer garden
 It would be good if it was more obvious it existed. I never knew about it until recently, it's not well sign posted
 Maybe making it more known there is one there
 More info on it would be good, music games etc.
 Not well advertised
 Publicise it. I don't even know where it is.
 Better advertising in advance of games rather than the 24 hours in the lead up
 Better signage

More beers

Member been there.
 Larger
 More servers / beer taps
 More beer on tap, it ran out when we visited and ended up drinking warm bottled beer.
 More beers
 More premium beers
 Variety of bottled/canned beers with a different queue (the pumps not the quickest).
 More choice at the bar

Reduce Queues

Possibly more taps and servers, it can be a long wait.
 Something to reduce queue length
 As above, not prepared to wait in large queues. Needs more serving stations and proper staffing levels.
 Better bar facility and more staff to reduce queues
 I went to it once and it looked terrible, massive queues for wee bottles

The Shop

70.2% of respondents visit the club shop less than once a month, 16.5% visit once a month while 10.1% visit a few times a month.

The items that are most commonly bought are strips (52.4%), accessories (18.5%), leisure wear (15.2%) and training wear (13.8%).

Per season in the club shop 30.8% of respondents spend between £51-£100, 27% spend less than £50, 23.8% spend between £101-150, 18.2% spend more than £200.

Per visit to the club shop 67.8% of respondents spend between £0-£50, 27.8% between £51 and £100, 3.5% between £101 and £200 and a small number of respondents over £200 (N=5).

Fan Engagement

When asked what would you like in terms of fan engagement pre- and post-match the top themes were: players engagement, kids, fan activities, fan zone, club information,

Other factors included catering, half time activities, family, beer garden. showcase club, advertising, music, double headers, more interviews, face painting, singers, and new upbeat club song.

Player's engagement

Unsure.
Squad players not selected being more around signing stuff. People. Maybe doing quick face painting or stamps etc..
Player appearances in non-hospitality areas
Player engagement and things for kids
Player involvement
Player meetings at the beer garden and perhaps pub related activities such as Motherwell related quizzes or Karaoke
Players / ex-players involved with the fans
Players injured/not selected engaging with supporters
Players interacting.
Players not selected outside the Phil O'Donnell stand and Cooper stand welcoming fans into the ground, free posters for the children to collect like we did in the late 90's early 00's
Players/ex-players q and a
Pre - Players giving score predictions post-players telling us what they are having for dinner
Pre match a visit to the beer garden by a player would be good.
Supporters and manager to recognise the Supporters after a bad defeat. Too many times last season you had 2 players applauding the fans while the rest and the manager were straight down the tunnel. The Supporters
Having more players not involved in matchday squad getting out to see supporters in function suites/beer garden.
I am usually in the Centenary after the game and I feel the post-match stuff has gone really downhill, the man of the
I would like to see the players come over to the John Hunter stand as there are loads of kids opposite block e who abs
I'd maybe like to see the possibility of maybe hosting a meet the players event before and after certain games. Initial
Maybe more open days throughout the season to keeps fans more engaged with manager and players
Meet and greet with players
Meet and greet with the players for the kids. Live music
More opportunities to engage with the players, coaches in the Cooper bar, especially for my child. If possible I think you should have bench seating going round the edge of the Cooper bar room so more fans can get a seat.
Some players in the cooper bar. Lasting impression for kids

Kids

Activities or features that attract kids. Get kids interested in coming even when they're still a bit young to appreciate I've only seen fleeting appearances twice.

As I mentioned above - expanding offerings for children

Entertainment on the park to get kids involved more

Face paint for the kids in the cooper stand maybe have the mascot do things with them at half time Bring back half

Fun mini games for younger children as they can engage well and give the club a more inclusive image and a want yo

Getting kids involved would be great. I don't have kids so maybe that's already ongoing? But when I was a kid, I was

Give more kids and fans a chance to experience behind the scenes of the match days and meet the players and staff n

some of my fondest memories seeing heroes up close. I think this would help engage young fans and create more you

Haven't been to the beer garden but if this could be some sort of fan zone with kids activities on a big match day, I'd

I remember small, sided games (u8s) at done point in past, pre match or half time. This would be nice to see again

I think this engagement should be child focussed. Personally, the football on the park is my sole interest.

kids' entertainment

Kids entertainment

Kids entertainment all football related

Let children into games and not stopping youth engagement with stupid age range rules

More children entertainment. I have a 3-year-old who has a season ticket but wouldn't want to take him into the bar

More family days to promote bringing children

More for children, pre match entertainment

More fun activities for children

More kids' activities

Fan activities

Bring back the half time games

As a club I think we do well with fan engagement

Fine as it is

Happy as is

happy with status quo

Happy with this already

Happy with this.

Happy with what is in place, pre/post-match interviews are my favourite.

Happy with what we've got

I feel fan engagement is fine as it is.

It's about right as it is.

It's improving.

Love how much is done for fans really can't fault it

Not really sure what I would change here.

Crossbar challenge and similar engagements

It would be good to see some form of engagement or events around the ground prior to a match, always seems to be folks just wandering around aimlessly waiting to get into stands, feels like a missed opportunity there.

I would like to see a bit more of an entertainment factor like other clubs have

More fan-based activities

Perhaps more entrainment or competitions like the old competitions cash converters ran which can get club shop vouchers or tickets etc

<i>Some pre match and half-time entertainment, get the crowd involved where possible</i>
<i>Having the on-pitch fan competitions is always fun to see. Used to love seeing the race with the huge inflatable footballs!</i>
<i>Just active engagement with fans</i>
<i>A bit more fan interaction. Playlists that encourage fan participation. Maybe allow alcohol in concourse up until kickoff to get fans in early and boost atmosphere.</i>
<i>Interactive games</i>
<i>As above and less of an urgency to get rid of you, specially from corporate facilities when people would be willing to make more of a night of it if entertainment was there.</i>
<i>Engaging activities like predictors</i>
<i>Unsure - prize raffles at home games similar to the 50/50 draw?</i>
<i>Maybe some wee competitions - perhaps from the programme which might encourage more folk to buy one.</i>
<i>More gatherings</i>

Fan zone

<i>Dedicated fan zone</i>
<i>Fan zone</i>
<i>Fan zones,</i>
<i>Having fan areas before and pre match would help with engagement</i>
<i>I think a lot more can be done pre- and post-match to get fans to stay in the ground or area around it after. They would be there the game ending so everyone knew. People at Motherwell games go to Club 100 as its across the road but I'm sure it could be better.</i>
<i>Pre match fan zone - sell food, beer etc. when I go to games abroad this makes it a better match day experience</i>
<i>The possibility of a fan zone area outside the stadium</i>
<i>Photos of whole fanbase not just one part of it</i>

Club information

<i>More information on platforms other than X/Twitter. Bluesky?</i>
<i>More squad information</i>
<i>More visibility on player injuries/unavailability. Most expensive player out for most the season, with a wrist injury?</i>
<i>An honest assessment in social media posts after games and not patronising fans with watered down false positives.</i>
<i>Pre match info maybe entertainment</i>
<i>I would like a team sheet before a game. Don't mind a small fee for it.</i>
<i>Updates about the youth players and those out on loan.</i>
<i>More flexibility depending on foot flow after the game (see Q46). Have also had issue in club shop after a game where customers told several times to hurry up (even as entering) as the shop was due to close.</i>
<i>This left a visiting friend (not a fan, but who was intending to look to make a purchase) decide not to. If the shop is busy and sales are being made (in the bar and / or shop), what is the benefit in the lack of flexibility to allow extra sales and funds to come in?</i>
<i>I came off X because of the vile values it endorses. I joined Bluesky. I would like to see a Motherwell FC presence on Bluesky. The Well Society are already there. Please join them.</i>

Values

When asked what do you think the Club values are the top themes were: community; family; togetherness; youth development

Community

Still has to be a business

Community, united, inclusive, enjoyment. Not the right section, however I feel like stadium tours could be beneficial for the club even on a short-term basis or even if it was available in certain times

A club grounded in the community and ensuring a positive and inclusive atmosphere for all

a club that aspires to be at centre of the local community, and serves the whole community

A club which is part of and contributes to the community. (Though it sometimes feels like the club forgets the wider c

A community, but remember that community extends out with M1 as many fans like myself have moved with work, our community wears claret & amber the width of Scotland

A local club that helps support the community

Aspiring to community engagement and providing/adding enjoyment to people's lives.

At the heart of the community.

Be a force in the community. And win on the pitch.

Being a part of the community

Being part of the community. To be fair and transparent.

Community

Community

Community

Community

Community

Community, ambition, inclusivity

Community, Betterment, Inclusive.

Community and effort

Community engagement

Community engagement and spirit

Community. Engagement. Supporting those that need it. Youth development.

Community, entertainment and a winning mentality

Support the local community, conduct ourselves in an ethical and moral way.

We stand up for the community and try to look after the more vulnerable in the area. We are a fair and friendly club.

Community, fairness and success in adversity

It has a community family feel to it, looks to help others outside of the game itself, I would say the full board and staff work extremely hard to make things better

Community orientated, family club. For everyone.

Community, integrity

Community, integrity, forward thinking and ambitious

Community, Integrity, family,

Support the community, integrity, openness

Family and Honesty

Family orientated

Local Family Club

Family values as a football club

I would like to think the club and fans as a family

They are a family-oriented club, which I love.

Family orientated and approachable

Family orientation, community spirit, and making the fans & Motherwell a better place

<i>Supposed to be a family club, community based, fan ownership</i>
<i>Family, community and inclusion</i>
<i>Family Community Inclusion Passion Loyalty Hard Working Working class</i>
<i>Family, community and inclusiveness</i>
<i>Family values and fair treatment for all. To entertain and perform to acceptable levels</i>
<i>Family orientated Fairness and equality</i>
<i>Family, engaging with fans, community, helping to address poverty, mental health</i>
<i>Family, friendly</i>
<i>Family friendly</i>
<i>Family friendly</i>
<i>Family friendly</i>
<i>Family friendly</i>
<i>Family friendly Youth development</i>
<i>We are an honest club you get what you pay for hopefully entertainment and no bias or bigotry's which is unusual in this area</i>
<i>Honest community-based club where everyone is made to feel welcome</i>
<i>Honesty. Community values. Opportunity for young players and, in general, for young people in the community.</i>
<i>Honesty and integrity</i>
<i>Honesty, integrity, family, community and local involvement</i>
<i>To improve society in the town and support all regardless</i>
<i>Inclusion</i>
<i>Inclusion, community, togetherness</i>
<i>Being Inclusive being warm being the Family club</i>
<i>Inclusivity</i>
<i>Inclusivity, community outreach, hard work</i>
<i>Inclusive and family friendly</i>
<i>Inclusive, family friendly, community-based club</i>
<i>Inclusivity Supporting fan involvement Integrity</i>
<i>Inclusivity, value for money safe environment to watch the game</i>
<i>Leadership, Passion, Ambition, Heritage, Community, Sustainability, Integrity, Unity - those of the Well Society. Use these!</i>

Well Society

54% of respondents were no longer a member, had never been a member or would rather not say.

42% of respondents understood the role and purpose of the Well Society while 58% had a general idea, were not clear, had never heard about it or would rather not say.

56% of respondents wanted more information on Well Society membership and future plans.

When asked what would encourage you to become more active in the Well Society 28% or respondents were already active.

The next most popular responses were exclusive member benefits, clearer communication on how funds are used, opportunities to volunteer, and flexible contribution options.

22.7% reported that nothing would encourage them or rather not say.

Only 11.4% of respondents wanted WS to have more say in the running of the club.

Key Observations and Recommendations

RO1 Community, family, togetherness, youth development and ambition to be part of the value proposition.

RO2 Uphold the club's community-based approach and values.

RO3 More fan engagement *see short-, medium- and long-term recommendations.

RO4 Sustain and develop the weekly email from the club with key information.

RO5 CEO should report to fans at least once a month.

RO6 Increase the visibility of the SLO's work.

RO7 Make ticket purchasing easier (sell more tickets) *see short, medium and long-term recommendations.

RO8 Improve the overall stadium experience – *see short, medium and long-term recommendations.

RO9 Upgrade the infrastructure – new screens, safer and cleaner stands, WIFI and toilets.

RO10 Enhance the technological capability of the stadium. Technology and stadium digital capability have an ever-increasing role to play in keeping both traditional and fluid fans engaged.

RO11 Enhance the attractiveness of hospitality packages

RO12 Increase the variety and quality of food and drinks across outlets. (Higher-quality food and beverages, with more variety (kiosks).

RO13 Increase awareness of beer Garden and improve coverage and seating. *See short, medium and long-term recommendations.

RO14 Sustain and grow the supporters bus service.

RO15 Develop a Motherwell 2025 Fan Survey One Page Communication to provide results to fans.

Follow this up before the 2026 survey indicating that you asked us to do this, we have listened, and this is what we have actioned based upon your feedback.

RO16 Fan Survey and analysis across the club could be better both in terms of construction and survey uptake.



THE UNIVERSITY of EDINBURGH Academy of Sport

Recommendations Options Short, Medium and Long Term

Motherwell Football and Athletic Club 2025 Fan Survey

Recommendation 1. Make ticket purchasing easier (sell more tickets)

Short-term measures:

a. Improve the login system so that using an account and password is easier.

Being able to change the customer number to a username or something easier to remember

Can't get into my account. Forgot password and no email to set up a new one.

I can't retrieve my customer number (from memory this is the name of this), and the only way to retrieve it is via the ticket office.

Can we move to email address logins? But haven't used the platform besides from this and currently rely on friends/family to buy ticket when I need one.

I have had to reset my password on multiple occasions and, when I then try to access the platform, it refuses to grant me entry. I have now given up using it.

I Have never been able to buy my season ticket online don't understand how to get to my account

b. Improve the operating system so that the ticketing page is easier to access and smoother to use.

It can be quite painful sometimes to get tickets the online system seems very slow and dated. This could be improved massively. However, we should go back to PATG where possible missing out on revenue.

It needs to be more intuitive. An example is that reserved tickets are not obviously available. When renewing my season ticket, I followed what appeared to be the online route, but ultimately this didn't allow me to purchase my reserved seat. I had to back out of the system and go into my basket to renew, but this was not obvious. Also, it is not clear what an electronic ticket is or how it will be used in conjunction with the physical season ticket.

It should be as easy as ordering from Amazon. That's the standard to aim for.

It's not very user friendly compared to other teams platforms. All feels very old fashioned

It's painfully slow and it can be difficult to use

c. Provide better support for iPad, mobile phones, and other mobile devices (personal experience).

I was unable to renew season ticket on my iPad. I assume that the platform is not tablet friendly. Needs to be improved.

It can be difficult to navigate on a phone, and should be easier to login via the main club site

It's very clunky and difficult to navigate particularly on a mobile device such as a phone or tablet. Booking semi-final tickets last year was very frustrating. Someone not digitally engaged would find it impossible. Needs a complete overhaul imo

The interface can be quite hard to use on mobile. It quite buggy when paying by card and is hard to use.

The ticketing platform does not work with iPhone/iOS standard settings. Every time I wish to purchase a ticket or access the website I need to change these settings.

d. Offer more and more convenient payment methods.

Never lets my buy tickets online (cup games, friends games), always say card invalid, no matter what card I use
Smoother transactions
Improved speed- it can be very slow sometimes. Also, better payment system- I've had quite a few error messages in the past.
To access tickets in your Apple wallet
Allowing payment with PayPal or Klara would be good.

e. Allow buyers to view the seating map when purchasing tickets.

It's currently unreliable, unresponsive, jumpy and on several occasions, I have had to give in and either use the phone or go to the ticket office in person to successfully conclude business. The 'choose your seat' mapping system isn't fit for purpose. When trying to get a friend a ticket to sit beside on
It's just generally clunky and difficult to navigate seat selector.
It's not intuitive compared with those of many other SPL ticketing platforms. It is sometimes difficult to select a particular seat as the selection tool often does not rest on the seat selected. I have had to phone the ticket office because of a failure on the website. Other SPL platforms are easier to use.
I've found trying to find a seat in the stand I want difficult at times. Thankfully it's simpler as a season ticket holder and gaining access through my account
Make it easier to find the seat you are looking for instead of hopping the blue dot you hit is the correct one.

Long-term measures:

f. Improve publicity of ticketing information, as some people do not know when tickets are available for purchase.

Links to tickets (and articles advising on ticket sales) released in a more timely and consistent fashion.
Match tickets being available further in advance would make planning around other life events easier if I was able to confirm if/when I was attending matches.
Maybe would be easier using a specific MFC app where all tickets are kept on.
More detail about Centenary Suite season ticket availability
More tickets sold online rather than in person Availability of tickets 1 month prior to the game

Uncertain but widely requested suggestions:

g. Pay at the gate.

Would prefer cash at gate. There's no valid reason not to.
Not online at all, many of our support are over age and not as tech savvy as everyone else.
I would like to see pay at the gate facility brought back on match days to cut down on queuing times.
Should be able to pay at the gate on the day. I know this can be difficult, but technology exists to all debit/ credit card to be swiped at turnstiles.
A cash gate should be available at Fir Park.

h. Away match tickets to be purchased entirely through the Motherwell website, rather than creating accounts with other clubs.

Being able to buy away tickets directly from Motherwell rather than through the other club, I understand this is not fully down to Motherwell FC
Being able to buy away tickets online. I realise there are security reasons for this policy, but it is detrimental; I no longer attend many away games as I rarely have the time to drive to Fir Park and pick up a ticket in person. I would attend many more away games if I were able to purchase them online as an electronic ticket.
Bit clunky at times but to be fair it's away tkts that are the big issue
Clear instructions that are easy to follow. Using other clubs' platforms is an issue
Easier access for away game tickets

- i. **More ticket categories for different groups: families (with children), old people, students, seniors, and disabled supporters.**

Having to phone to get the early bird discount for our family ticket defeats the purpose of doing it online

I find it quite clunky trying to link accounts to buy tickets for my linked accounts sometimes. I usually get my son to do it because of it.

I never received notifications on renewal of season ticket whether online or by mail, I have never been able to link my daughter seasons ticket seats to my network and I have repeatedly mailed email as requested to no replies. Nothing gets followed up upon. Even when I have requested to spend add cash on upgrades. I gave up a couple of seasons ago.

I use my Dad's account to buy tickets for myself and my daughter. When I access mine, it appears unknown.

It should be easier to buy tickets for me and my son (accounts are linked) to buy tickets for cup games easier or away games as right now I need to buy one mine then log into his account and buy there again so it's often not possible to pick two seats together.

Ease of purchasing disabled user tickets

Option to purchase disabled tickets

Have the student option for tickets/renewals available rather than having to email or phone the ticket office to have this option activated each time

It isn't user friendly for older people and often isn't clear if you have to collect tickets or get them at stadium

Recommendation 2. Enhance the attractiveness of hospitality packages

Short-term measures:

- a. **Increase the variety and quality of food and drinks.**

A vegan option for the meal.

A new more informal option. Other clubs do options with street food and a few beers.

Better choice than yet more chicken!!

Better food offering in the Centenary.

There was an improvement at the start of the 2024-25 season, by December it had gone downhill. The end of the season offer was very poor.

Quality of food /drink view from seat and comfort

Long-term measures:

- b. **Improve service quality.**

If hospitality was better, it can be overcrowded, the food is average at best and other hospitalities we've been to at other SPFL clubs have had ex-players going around tables hosting, dress code isn't enforced either (which doesn't bother me but either have one or don't). It's also not as accessible for people with disabilities. I went with my dad who had a stroke and struggles with stairs and it's a lot of steps to get to our seats, especially an issue at half time with the limited amount of time.

Last experience of hospitality December 2022 was ruined by terrible allocated seating in south end of POD that isn't fit for modern use and dangerous group/crowd management trapping a large group if us in stairwell at halftime as doors were locked back into lounge,

no desire to experience that again and club shows no visual evidence that the hospitality experience has improved.

All that's needed is safe comfortable enjoyable environment for fans to gather before and after match

Better facilities, service and food. Been disappointed in the level of each in each of the previous occasions I've upgraded.

The hospitality has sadly gone downhill, it used to be fab.

A lot of money could be made here with the right people managing it especially the caterers

The standard of hospitality is not very good or worth the extra money.

- c. **Better promotion of hospitality services, highlighting recent improvements as part of the marketing content (e.g., better catering).**

I didn't know an upgrade was available. I'm not at the football for hospitality though, I like being in my seat in the atmosphere

I don't know enough about the hospitality package.

I forget that this is an option, more publicity would be useful

I wanted to upgrade my ticket to have half time access to the centenary suite, got knocked back saying no such upgrade exists, I've done it before, however, not advertised very well. Maybe emails to ST holders directly to advertise it and promote it

d. Provide discounts for special occasions, such as offering fans a discount on their birthday upon verification of personal information.

Only used for special occasions I enjoy the match day atmosphere from my allocated seat

Only used for special occasions I enjoy the match day atmosphere from my allocated seat

A special of occasion, E. G my adult sons birthday

I have been to many hospitality days but not since retirement. I will attend again in the future. Maybe for a special occasion.

I use it for special occasions.

Have grandsons who I bring to games occasionally so wonder if some initiatives could be put in place to bring their pals on a hospitality-based package?

e. Offer regular discounts for matches with lower attendance.

A deal (e.g. hospitality package for 3 home games during the month for a certain price)

A larger discount for season ticket holders - 10%

A more reasonable price

A trial price, to let people see what a hospitality day looks like

A weekly ballot offering a discount for empty boxes.

f. Introduce family tickets

Family packages - adult and kid package

I do t think you allow kids so I can't go due to my son attending games

I have a season ticket with 2 kids and don't think the kids value for upgrade is worth it.

Invite one family maybe twice a season and let them show the real experience with everything included

Maybe a free child place with an adult.

Recommendation 3. Improving the overall stadium experience

a. Safer stands.

Look into hand railings. They could go down the middle of the steps, they could be at the end of every other seat row (like the balcony sections at the Hydro). There's a lot of elderly people or people with mobility issues that would benefit from this.

Netting at the back of each section in the John Hunter to deter people leaning over barrier.

Stewards should keep stairwells clear Safety issue and never seen a steward approaching anyone blocking stairs all last season.

People standing before, during and after the game with hot beverages behind row S in the John Hunter Stand is very dangerous and should be addressed as a matter of urgency.

Reintroduce safe standing areas

Restrict standing in walk area behind seats. Too often large groups assemble and hang over those sitting in the back row

b. Higher-quality food and beverages, with more variety (kiosks).

Better fan catering, at the moment I would say it's average, it would also be good to have a cold beer.

Better food and drink options at kiosks. Improvement view in east stand as ruined last season. Safe standing in block E

Better food and pricing the prices are shocking

Catering is very poor compared to other clubs. Lack of variety. Also queuing system is poor due to small openings

Better food options. More reasons to get to the ground earlier.
The small patch beside the South Stand a good thing when it was on. Just something different from time to time.

c. More and cleaner seating.

Better seats in the Phil O'Donnell stand. The view is great but the seats without backs are terrible.
Better seats, especially in the Phil O'Donnell stand
Clean the seats in the main stand. They are very dirty with bird poo and occasionally footprints. It is making me reconsider whether to buy season ticket and to be honest is a bit embarrassing when you see players families and visitors there and the seats are so unclean. I'm sure we can do better cushioned seats! ok that's unlikely but make seats more comfortable, and clean
Fix the seats in the away end and have away fans seated in the bottom tier as standard.
They deserve to be treated as importantly as home fans. They are fans too.
It's much better as a spectacle and as an experience to have fans closer to the pitch.

d. Upgraded infrastructure: new screens, safer and cleaner stands, Wi-Fi, and toilets.

Better screens for visual impaired, more clocks round the ground
Sound system improvement and making sure there are enough pies. They often run out
Toilets could always be improved. Only 2 cubicles in main toilet block not ideal
Restrict standing in walk area behind seats. Too often large groups assemble and hang over those sitting in the back row
WIFI is very very bad in the Phil O'Donnell no signal. NEED SOME HELP FROM B.T.

e. Better arrangements for away fans' seating, as the current setup seems to have caused dissatisfaction among home supporters.

Away fans back in the lower tier for every game, the atmosphere has suffered over the last season.
Away fans in bottom tier. Safe standing a long-term goal.
I only have one main issue and it's the moving of away fans to the top of the stand. Makes the atmosphere and makes the ground feel more empty.
This is also something that might put off travelling fans meaning less income
Keep the old firm support away as much as possible. I don't go to the old firm home games as their support is vile,
They infest every bar and infiltrate the home stands.
Move the fans back down to the bottom tier at the away end.

Recommendation 4. Increase the visibility of SLOs' work, which is currently under-promoted

- a. Enhance the exposure of SLOs on the club's official website and social media platforms, so that a wider fan base is aware of their presence. This could include publishing their contact details, promoting their responsibilities, and sharing photos of their interactions with supporters.

I don't know what a slo is
I don't know what an SLO is, so I cannot comment on it.
I don't know what this is so I can't comment, but if I don't know what it is it hasn't been successful!
I don't really know who the SLO's are and what they do as they aren't very active in the fan scene, an ideal way of this would be having them communicate with fans through groups and outside stadiums
I don't have much contact with them so cannot say but they always seem approachable.
Be outgoing, speak with fans, chat, be in amongst them. But equally not everyone wants to chat. Be visible.
More needs to be done to socialize their role to fans
Have them stop reporting to Bob Park (anyone else) to clear what messaging is ok to put out.

I'm not on Facebook or twitter so they are not really visible to me elsewhere.

Be more active. I know they exist, but you don't hear from them or know who they are. There is no presence or promotion from the club.

I couldn't even name who they are, so from my perspective they haven't been visible enough.

b. SLOs should establish better and more frequent communication with fans. This may require the club to provide additional training and clearer expectations for SLOs. Another idea would be for each SLO to create a dedicated WhatsApp group chat, enabling a broader group of supporters to raise concerns in a timely and convenient manner.

I would have liked them to send out comms regarding forthcoming matches or even to have introduced themselves.

Not everyone has access to X so unfortunately the implementation of the SLOs I don't think has been successful.

Videos for supporters with match day info, more so away games - e.g.: parking suggestions, routes to ground, turnstiles to enter through etc

If they could get a weekly injuries and transfers update to report back to the fans, that'd be great

Make contact with more comprehensive sections of the support

More Communications and more fan engagement on social media.

More social media posts and more constructive talks with fans

c. Involve a wider range of fans in SLO activities by including more diverse groups, such as international supporters, non-local fans, ethnic minorities, students, and disabled supporters.

Engage more fans.

Engage more with fans that are not part of block e ... there is more fans in the stadium.

Engage with supporters groups. Away from the town - I

Engage with the wider support instead of just the Block E

More engagement from the SLO's that don't relate to match day. For example, they could retweet this survey.

Recommendation 5. About the Cooper Bar
Short-term measures:

a. Offer a wider variety of food and beverage options, while also paying attention to quality.

Better drink selection, as a non-drinker it's boring just having warm soft drinks

Some more food options like burgers and hotdogs prior to kick off

Better drink selection, as a non-drinker it's boring just having warm soft drinks

Healthy eating options please

More choice of food

More non-alcohol options please, I'm sober but I like to still have something similar

More food, snacks, special offers

More variation - curry night for midweek games, bacon roll/soup for early kick offs...

Vegan food and drinks

b. Reduce queueing time.

Have a separate bottle bar to speed up service.

I have used it, but more staff required, not prepared to queue when I can get served quickly, I'm the many other establishments close by.

It's always too busy can't get a seat

It's too cramped and the queue too long for me to want to go.

Make it easier to get served both food and beverage. Queues are a major turn off and reason I generally go elsewhere

Recommendation 6. About the Beer Garden
Short-term measures:

a. Provide a wider variety and higher quality of beer.

- Larger
- More servers / beer taps
- More beer on tap, it ran out when we visited and ended up drinking warm bottled beer.
- Vegan food and drinks
- More premium beers

b. Add cover to make it usable in all weather conditions.

- Cover for wet days. Ensure beer does not run out
- Cover heating so garden can be used for winter
- Cover in case of rain
- Covered area for rainy days? Patio heaters for winter? More snack options?
- Have it all weather. Retractable covers

c. Increase the number of seats.

- From the pictures I've seen there is no seating, I'm possibly wrong, but seats would make me more likely to go
- In cold weather a claret an amber beer tent with patio heaters and a wooden base, and more seating around
- If a garden fete can manage one?
- More benches
- More seating
- More seating and a more permanent bar

d. Introduce live music.

- Live singer
- Make sure u have punters using the bar when booking live music
- No singers as it's a place to meet up and chat and you can't hear each other. Put us off going back. Need more seats as well.
- Live music food outlets
- Live music Tv screens Another bar More seating/ standing tables

Long-term measures:

e. Some fans are not aware of the beer garden, so better promotion is needed. For example, featuring more photos of the beer garden on the club’s official website, or informing fans about the facility when they purchase tickets.

- Advertise it - I didn't know we had a beer garden

I was unaware there was a beer garden
It would be good if it was more obvious it existed. I never knew about it until recently, it's not well sign posted
Maybe making it more known there is one there
More info on it would be good, music games etc.

Recommendation 7. More Fan Engagement

a. Fans are eager to meet and interact with players at different times and locations, even with injured or substitute players.

I'd maybe like to see the possibility of maybe hosting a meet the players event before and after certain games.
Initially as trial and if popular then to maybe introduce this for every home game.
The pre-match signing sessions with the players were well received
Introduction of ex-players as ambassadors
Like to see visits by the players and managers into lounges after the game
live interviews with ex and current players pitch side
Maybe more open days throughout the season to keeps fans more engaged with manager and players
Meet and greet with players
Player appearances in non-hospitality areas
Player engagement and things for kids
Player involvement
Player meetings at the beer garden and perhaps pub related activities such as Motherwell related quizzes or Karaoke
Players / ex players involved with the fans
Players injured/not selected engaging with supporters

b. Provide pre-match, half-time, and post-match entertainment activities (especially for children), such as mini games, watching player training, crossbar challenges, raffles, mascot interactions, face painting, music, and light shows.

As I mentioned above - expanding offerings for children
It would be good to see some form of engagement or events around the ground prior to a match, always seems to be folks just wandering around aimlessly waiting to get into stands, feels like a missed opportunity there.
Face paint for the kids in the cooper stand maybe have the mascot do things with them at half time
Bring back half time challenges fans can do like beat the goalie with the goalie that's on the bench that day etc
Fun mini games for younger children as they can engage well and give the club a more inclusive image and a want you come back due the memories that will last.
Getting kids involved would be great. I don't have kids so maybe that's already ongoing?
But when I was a kid I was proud to support Motherwell because I loved going to FP hopefully kids now-a-days feel the same
Over the years I've enjoyed the half time contests where fans are involved
Daughter enjoyed face being painted in claret and amber at cooper suite but haven't seen this in will
Half time activities on the pitch, like we used to have.
Would love a new upbeat club song for the team to come out to that everyone can join in with

c. Establish a fan zone outside the stadium.

Having fan areas before and pre match would help with engagement
I think a lot more can be done pre- and post-match to get fans to stay in the ground or area around it after.
They would likely spend more money which would increase income for the club.
For example, I went to a Brentford game last season and after the match they have a bar in the concourse for after matches and an announcement was made prior to the game ending so everyone knew.
People at Motherwell games go to Club 100 as it's across the road but I'm sure everyone would rather give the club money.

Appreciate with the alcohol ban in place this may prove to be challenging.

Pre match fan zone - sell food, beer etc. when I go to games abroad this makes it a better match day experience

The possibility of a fan zone area outside the stadium

Recommendation 8. Uphold the club’s community-based approach and values

a. Ensure that people feel the presence of MFC makes the community more like a family — friendlier, more welcoming, equal, and supportive. While the club cannot satisfy everyone in every aspect, staying committed to the principle of “community” can deeply bind people together and become a hallmark of the club.

Focused on delivering success for local communities and schools.

Community, spirit, tradition

The community. Supporting one another and giving us, the fans, a product we can be proud of

Community driven, sustainability, fan-engaged, youth development.

We're a caring club, strong community values, we're big on charity and giving time to those in need. Sustainability, integrity and unity are right there in the Motherwell FC wheelhouse

Community and togetherness.

Support the community, integrity, openness

Great community spirit need to look at getting the next generations of kids coming to Fir Park

Should involve the community. Local schools. Scout local football talent in the local area. Enhance football academy.

Tradition Hard working Health and wellbeing for all Strong as steel

I think we're a welcoming inclusive club. I really appreciate the work Motherwell does in the local community, particularly in the past few years helping Motherwell and Wishaw get the Christmas lights on and working with Berryhill primary.

Would love to see us keep this community work up as it's what I'm most proud of being a Motherwell fan

Everyone is welcome and we don't stand for any form of discrimination. We are a strong community focused club.



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