Silkmen Supporters Trust Fans Survey

2026 Report

SST Foreword

We would like to thank every Macclesfield FC fan that completed our inaugural SST fans survey for the 2026/27 season. This is the first time that the SST has conducted a comprehensive survey of Macclesfield FC fans and it has given us a rich range of feedback that we can now use to act on behalf of our members. We are also grateful to the support of both Keith Curle and Bob Trafford in their willingness to engage the SST on survey findings, coming together with us on a shared aim to ensure the club is the absolute best it can be for every loyal fan who travels home and/or away getting behind our beloved Silkmen. This report acts as a catalyst for us to developing a range of focused work, improving our engagement with the club, and looking to get more people involved in contributing to the SST. Based on the success of what we have delivered through this inaugural survey we will look to complete this again for 2027/28 and we will continue to keep fans updated on progress of actions across the course of the rest of this season. A special thanks goes to the Football Supporters Association (FSA) for support in designing and facilitating the survey.

Silkmen Supporters Trust Board - October 2026

Macclesfield FC Foreword

We would like to thank the Silkmen Supporters Trust for facilitating this Fans Survey. We recognise that this is a very impressive piece of work that comes as a result of an incredible amount of hard work from all those involved. The result is an incredibly important document that gives us a crucial insight into how our fans feel about so many different areas of our Club. Not only does it highlight areas in which the Club are doing well, but it also sets out areas of improvement which we are committed to addressing. It goes without saying that the supporters are the lifeblood of our Football Club, and we would like to thank everyone who has participated in this. Since the results of the Survey became known to us, we have already started to address some of the issues documented, and we are committed to diligently working through all of the points that fans have taken the time to raise. In addition, we are looking forward to forging a strong partnership with the Silkmen Supporters Trust, as we work together for the betterment of our Football Club.

Keith Curle - Chief Executive - Macclesfield FC
Bob Trafford - Deputy Chief Executive - Macclesfield FC

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Summary - Survey Headlines

1. Survey respondents were reflective of regular match going supporters
2. Fans generally feel positive about the match day experience
3. There is no real consensus of opinion on the governance and ownership of the football club
4. Clear ask from the fan base for the SST to do more engagement and to build a stronger relationship with the club

Context

- First time the SST has ever done a fans survey, delivered with support from the Football Supporters Association (FSA)
- Open for responses for just over two weeks at the start of the season
  - 7th August 2026 - 23rd August 2026
- Outcomes
  - To better understand the experiences of Macclesfield FC fans
  - To inform the direction of SST activity
  - To support the SST in engaging with Macclesfield FC

Response Rate and Demographics

- 315 responses total, increasing our membership total through completion of the survey
- Asked about: age, gender, ethnicity, disability, and sexual orientation
- Shows a need to look into more specific experience of certain fan groups that may be over/under represented in survey responses
    - Young people (under the age of 34)
    - Women
    - People who have identified as having a disability

Engagement with Macclesfield FC (1)

- The survey was largely reflective of regular match going supporters
  - 54% season ticket holders
  - Of respondents who said they did not have a season ticket in 2025/26 44% said they previously had a season ticket
  - 67% attended more than 15 home games last season
  - 55% attended over 6 away games last season
- Location
  - 73% responded to say they live within Macclesfield
  - 23% elsewhere in the UK
  - 4% international fans

Engagement with Macclesfield FC (2)

- Fans primarily engage through official channels. High ranking responses on engagement include:
  - Club social media
  - Club website
  - Macclesfield FC Mixlr
- The survey did not identify any significant barriers to accessing match days outside of personal reasons, e.g. family commitments, distance

Match Day Experience (1)

- Fans rated the following areas of match day experience highly
  - Ability to spend time with friends and family (83% good)
  - Being part of a community of fans (79% good)
  - Ease of access buying tickets (79% good)
- Fans rates the following areas of match day experience most negatively
  - Merchandise availability and range (59% poor)
  - Accessibility e.g. toilet facilities (41% poor)
  - Pre match/half time entertainment (mostly average to poor)

Match Day Experience (2)

- The following statements all ranked positively as something fans agree with
  - Attending Macclesfield FC games feels accessible, inclusive, and meets my needs
  - I feel a sense of belonging and community to other fans when I attend Macclesfield FC games
  - The fans at Macclesfield FC create an excellent atmosphere every time I go to a game
- Survey responses show that most Macclesfield fans feel positively about the club, it gives them a sense of community, and meets their needs as supporters.
- Future SST activity should focus on working with the club to improve merchandise offering and understanding accessibility requirements

Match Day Experience (3)

- Free text responses also reflected issues on match day experience and engagement
- Accessibility
  - A range of comment was provided focused on the quality of toilet facilities around the ground and this being something that could be improved.
- Club communications
  - Comments provide a sense that the club could produce a more varied media output
  - Reflection that there needs to be more visibility from Directors

Macclesfield FC Governance (1)



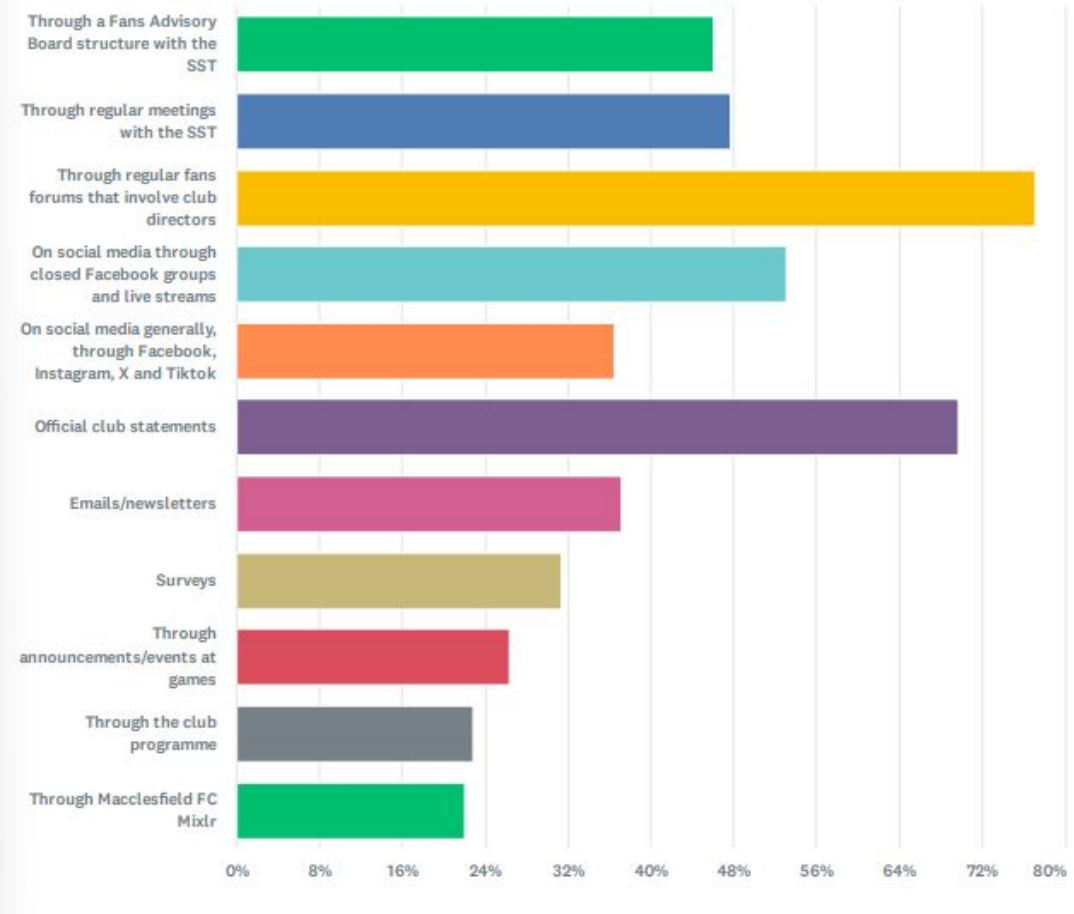
Macclesfield FC Governance (2)

- Highly mixed response to statements reflecting on club ownership, transparency, engagement, and whether supporters feel valued by the club
- Free text responses also reflected highly on a sense that Macclesfield FC does not feel like it is run transparently
    - *'The majority shareholder should be more open and transparent. I've never heard from or seen him. What are his long and short term plans for the club on and off the pitch?'*
    - *'I think a public and united board with a clear vision, would be really valuable for the club.'*
    - *'We don't have real understanding of who owns and makes decisions at the club. Fans should be properly involved'*
    - *'The directors should be visible to the customers and be transparent with their vision for the clubs future'*
    - *'Transparency and general communication with fans feels really poor. If they do release anything it is reactive (and often defensive) to concerns they have seen from fans rather than ever being proactive.'*

Macclesfield FC Governance (3)

*‘The reason **we didn't renew our 4 season tickets** as a family was due to the uncertainty of what was going on at the top of the club. **As fans we need stability, clear understanding of the direction were going in**, reassuring communication…*

How should Macclesfield FC formally engage with its supporters? (Please choose all that apply)



Governance Asks and Recommendations

- Macclesfield FC delivers a series of regular fans forums with senior club officials/directors on a bi-monthly basis with a focus on improving transparency and communication between club and supporters
- Macclesfield FC directors to develop and share a vision statement outlining their expectations and outcomes for the club for both 2026/27 and for the long-term future
- Macclesfield FC, SST, and Football Supporters Association to work collaboratively in the design and development of a Fans Advisory Board structure and for this to be implemented at the start of 2027/28 in preparation for being under the remit of the Independent Football Regulator in preparation for promotion

SST Feedback (1)

- The survey asked a range of questions in relation to existing SST activity.
- This focused on the following areas
  - Macclesfield FC Mixlr Sponsorship
  - The 50/50 draw
  - SST Governance
  - SST Membership
  - SST Campaigning
  - SST Volunteering

SST Feedback (2)

- Macclesfield FC Mixlr
  - Consistently positive feedback in relation to the service that is provides free match day commentary
  - Asks that the service could be improved by an increase in audio quality, content to cover half time breaks, e.g. player and staff interviews
- 50/50
  - 39% of fans either buy a ticket every game or most games
  - 41% of fans would be more likely to buy a ticket if card purchase was made available

SST Feedback - Membership and Governance

- Membership
  - 85% of respondents stated that they did not have an SST membership prior to completing the survey
  - On asking about their understanding of SST activity most respondents stated they had an average understanding - 40%
- Governance
  - On statements asking whether the SST is representative of Macclesfield fans, how successful the SST engages with the club, how transparent the SST is ran, and on the quality of communications fans mostly did not express an opinion
- This shows a need for the SST to improve its engagement and communication across the fan base, showing where it adds value to supporters and the club

SST Membership Structure

- The majority of fans (39%) stated that a fair price for SST membership would be between £6 - £10
- Fans also suggested a range of membership reform that could be implemented to support increases in sign ups. The following options were considered most favourable
  - Low income/concession membership options
  - Pay as you feel
  - Lifetime
- The following options came out as most popular to incentivise paid SST memberships
  - Discounts on food and drink on match days
  - Priority ticket access
  - Discounted away coach travel

SST Campaigning

- Fans were asked to rank statements that they considered the most important for the SST to focus on over the 2026/27 season. The following came out as most important:
  - Improving the club shop (88% moderately or very important)
  - Building a formalised fan engagement structure with the club (86% moderately or very important)
  - Improving access to and supporting new fans attending games (81% moderately or very important)

SST Volunteering

- 54 fans expressed an interest in actively getting involved in volunteering with the SST
- Free text responses highlighted a range of skills and experience that could support the SST. This included:
  - Communications
  - Finances
  - Fan Engagement
  - Administration
  - Supporting 50/50 sales

SST Activity for 2026/27 (1)

- Increase membership between 10 - 20%
  - Ask's to Macclesfield FC to support membership sign and improve club revenue collaboratively
    - SST members to have 10% discount to food and drink on match days
    - Priority ticket access for significant games (e.g. tiering structure, season ticket holders, SST members, general sale)
- Increase SST volunteers by 20 - 30%
  - Respondents interested in supporting fan engagement, media, finance
- Develop a refreshed website, membership structure, and approach to communications
  - Membership model pitched at £10 annually with option for low income and pay as you feel memberships
- Purchase card machines to increase revenue for the 50/50

SST Activity for 2026/27 (2)

- Engage with the FSA on support around developing SST governance
- To develop a work programme focused on supporting new fans to attend games: Focus could include
  - Work engaging young people through schools and colleges
  - Partnerships with local charities where there may be barriers to attend games. For example, experience of disabilities, poverty
- To work collaboratively with the club in improving the following areas:
  - The develop a Fan Advisory Board at Macclesfield FC in collaboration with the FSA
  - Merchandise and club shop
  - Ground accessibility

A Last Word From The Fans

- *"**I feel the fans need a voice on the board.** The SST could act on the fans behalf. **It's very important the shareholders regularly engage with the supporters**. Open and clear communication is key to this club's success along with ambition and the money to go with it."*

- *"It is crucial that the club leadership/admin **take the views of the fans seriously ... we are the most important component of the club!**"*

- *"**Realise just how amazing the fans are** - and how willing they are to commit their time, skill, and cash to **help the club progress**. Engage, involve, these amazing people"*