



**THST**

**THST Ground share survey results**

**Friday 5th of June 2015**

## Introduction

With the completion of the outstanding Compulsory Purchase Order in April 2015, the Northumberland Development Project is now expected to move swiftly ahead. Whilst exact timings are yet to be confirmed, the provisional date for leaving White Hart Lane is May 2017, followed by a season away at a venue yet to be confirmed, before moving back to the new stadium in August 2018.

Between 1 – 10 May, THST polled fans to gauge their thoughts on some of the key issues as we prepare to move home. 3,228 people responded to the survey, both members and non-members of the Trust. 75% of respondents were either Season Ticket holders, Bronze and Lilywhite members or Junior Spurs.

## Main Findings

The Club have made it clear that there are only two viable options left for Spurs' season away in 2017-18 – Wembley and Stadium MK. Respondents voted overwhelmingly in favour of playing at Wembley, with 82% saying this was their preferred option.

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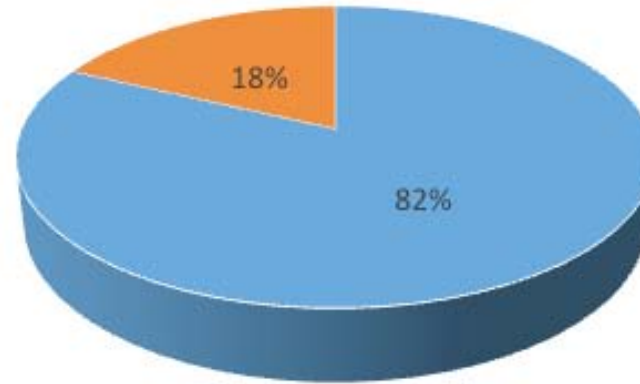
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■ Wembley Stadium ■ Stadium MK

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Of the 82% of respondents who picked Wembley as their preferred option, 61% said they were either unlikely or highly unlikely to watch matches at Stadium MK.

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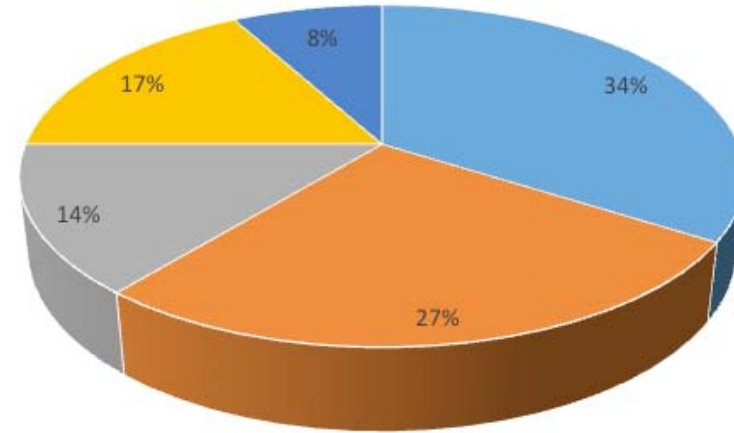
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As your first preference is Wembley, how likely is it you would attend matches at Stadium MK?

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As your first preference is Wembley, how likely is it you would attend matches at Stadium MK?



■ Highly unlikely ■ Unlikely ■ Neither likely or unlikely ■ Likely ■ Highly likely



## Main Findings

Of the 18% that picked Stadium MK as their preferred option, 61% would be likely or highly likely to watch matches at Wembley.

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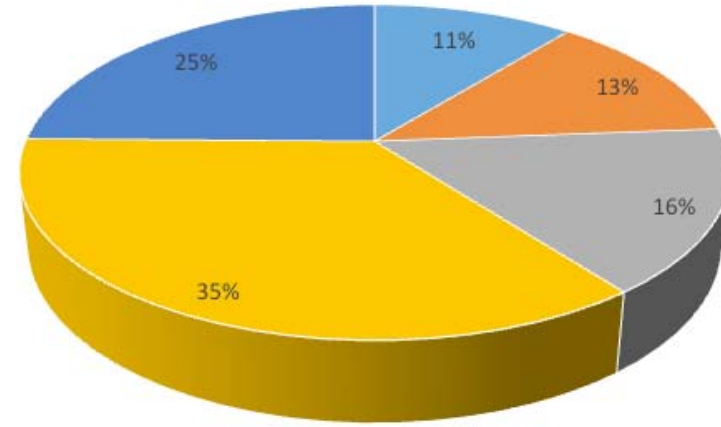
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Of those respondents who were Season Ticket holders, asked whether they would renew their ticket for the ground share season if an amnesty period was available 40% said they would only renew if we were playing at Wembley. 31% said that they would renew whichever stadium was chosen.

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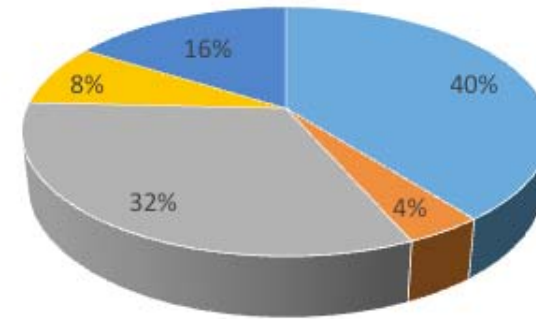
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Specifically relating to Season Ticket Holders, would you renew your Season Ticket for the ground share season if an amnesty period was available?

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Specifically relating to Season Ticket Holders, would you renew your Season Ticket for the ground share season if an amnesty period was available?



- Yes, I'd renew at Wembley only
- Yes, I'd renew at Stadium MK only
- Yes, I'd renew at either venue
- No, I wouldn't renew at either venue
- I'm undecided

## Main Findings

Regarding the Club's communication and consultation with fans around the stadium move and ground share, only 25% feel the Club has communicated properly to date. 90% feel it is imperative that the Club communicate and genuinely consult with fans before making a decision on the ground share destination. 63% think the Club should seek the explicit agreement of fans before deciding on where to ground share.

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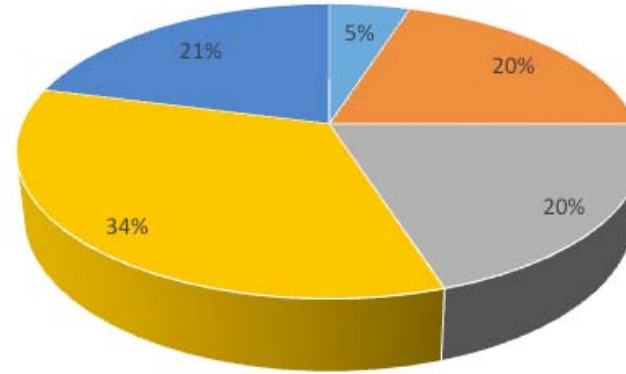
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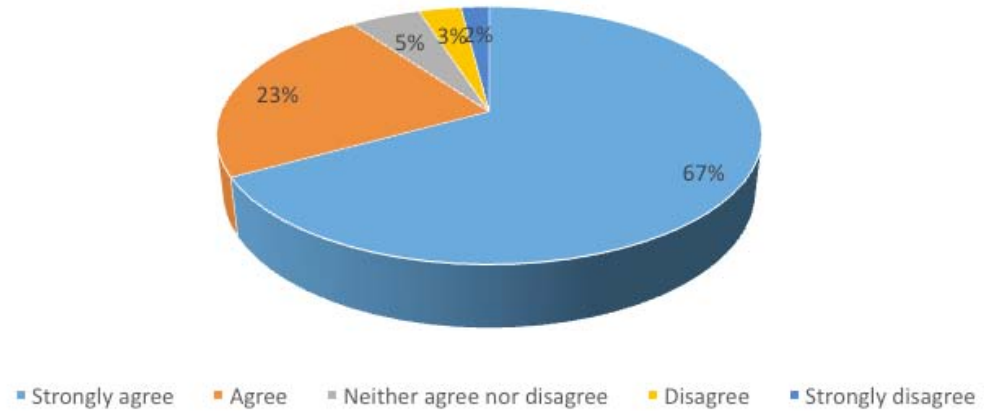


■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

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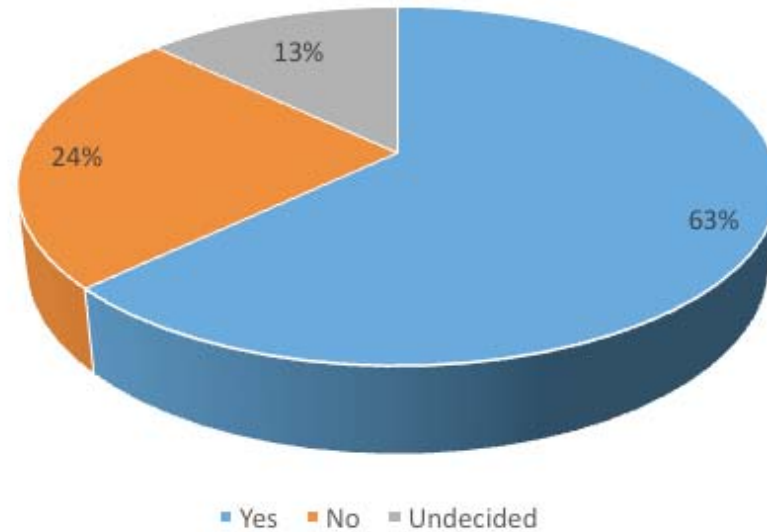
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Do you think Tottenham Hotspur Football Club should seek the explicit agreement of fans before deciding on where to ground share?



## Main Findings

69% of respondents do not believe that Stadium MK should be chosen simply because it is the cheapest option.

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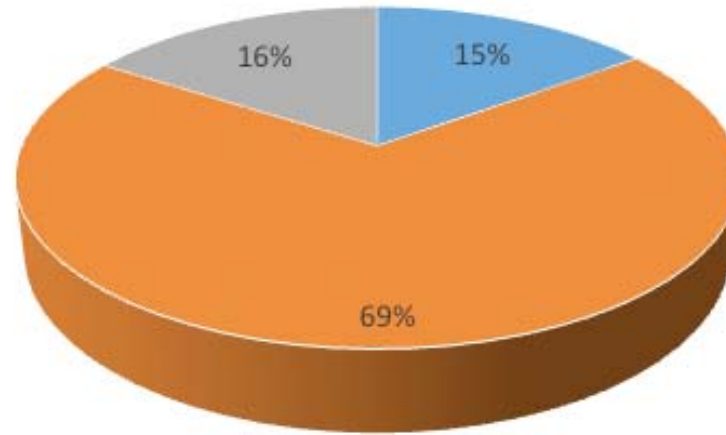
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If Stadium MK is the cheapest option for Tottenham Hotspur Football Club, do you think that overrides all other considerations?

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If Stadium MK is the cheapest option for Tottenham Hotspur Football Club, do you think that overrides all other considerations?



■ Yes ■ No ■ Not sure

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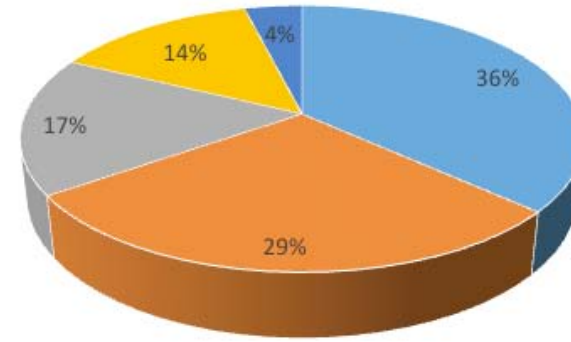
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Do you agree with the following statement: Playing in London during the ground share season is vital to the Club's identity



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

## Conclusions

This is the second year in which THST has surveyed fans about the ground share choices we may face as the Club builds its new stadium. We used the resources we have to take a sounding of fan opinion, and to gauge supporter feeling on a number of questions regularly raised with us.

It's clear that Wembley remains the overwhelming choice among supporters as the location for any games the Club has to play away from White Hart Lane, as it has said it must in a statement last September. It is also clear that the vast majority of supporters feel the Club could and should communicate better on this issue moving forwards

and that remaining in London, even if not at Wembley, is absolutely key to the Club's future for any temporary spell away from 'home'.

It is now almost a year since the Club confirmed it will have to relocate on a temporary basis. We believe THST, and supporters in general, have displayed great patience over issues of fundamental importance to us and our Club.

We recognise the challenges the Club faces in securing an alternative, temporary, venue. That's why we have restricted our activities to ensuring the Club is aware of supporter opinion.

## Conclusions

There are now two seasons remaining at the current White Hart Lane, if the timeline quoted in meetings with THFC is accurate. With such a short time remaining, we believe fans have every right to ask what plans have been made, what options considered and what possible solutions ruled out and why.

With the Club indicating that fans will be required to bear an additional financial burden to enable the new stadium to happen, we believe it is even more essential that more hard information on the choices we face and the decisions the Club is making are shared.

It is clear supporters feel strongly the Club should stay in London, and that more information should be given about how THFC is planning to ensure we do. We believe the information many fans are seeking can be given without damaging the Club's position.

Fans are key stakeholders in the clubs we support. And at a vital time in this old Club's history, we believe we will be stronger if any course of action has the widest possible backing from supporters.

We urge THFC to take the opinions revealed in this survey seriously, and to work alongside us to provide the assurances fans are seeking.



**THST**

**Thank You**