



TRUST@25
S T F C

Swindon Town Fan Survey Report 2025/2026

Freetext Responses



We have chosen to share the free text responses from the 2026 survey for transparency. Only comments saying “no” or “n/a” have been removed.

Comments have been edited if they contained coarse language. We believe we’ve caught them all, apologies in advance if any additional have slipped through the net.

Is there anything else you would like to say or share?

playing style needs to go back to passing through midfield not launching ball to forwards who cant hold up the ball

I have no faith in the current ownership and they must sell up in order for us to progress as a club.

Clem and Hall need to leave if we are to see any meaningful progress. And someone needs to check on Holloways mental health.

My concerns are who has their fingers in the club that we don't know, debentures, finances. I'm sure that looking at the losses clubs in league one had this season how can we really afford to go up, what's happening to Clem Morfini back in Australia and his court cases re monies. Unless Clem sells to someone who has financial stability and can plan for the next league and above. Also what's happening with stadium development? That was supposed to have started.

Hope we all enjoy promotion next season - it's long overdue!

Why can't I buy a pie in the Arkells? I would also like decent coffee options inside and outside the arkells

Clem...please sell the club to someone that cares because you obviously do not.

New ownership is required

Clem/the club require a PR person to help communicate correctly, before they are 'discovered' by outside sources!

The club is a complete shambles, despite loving the club during my 30 + years support I also k8nd of despisei it. An ownership who repeatedly lie and hold the fans in contempt and have let the club rot. A manager who spends most of his time being aggressive and criticising the supporters. A suppjrters trust who can see everyrthing is broken yet dont fight back. Its only a matter of time until this club goes busr and the sad thing is I almost want that to happen so we can starr again with some optimism. This club in its current guise is toxic

I would like the club management to be open & honest & investigate just exactly went wrong 25/26 - season & what are they going to do to put it right - something drastically went seeing in Jan - WHAT !!!!!

I am rapidly falling out of love and connection with Swindon Town. I no longer live locally, but would love to still travel up to the county ground and attend away games. However, I ultimately do not trust this ownership group with my money and based on their actions am losing my connection with the club.

There has been a clear decline on and off the pitch since January which no one addressed, Morfuni does not have the ability to run a football club.the efl trophy situation was an embarrassment and has not been addressed properly. I also felt the management of Will wright was poor and was hung out to try whilst going through personal problems

Zero interest in women's football - should have n/a box on those questions - forced to answer which will generate false narrative.

Trust fund doing a great job, I feel you're looking after the fans.

Absolutely no confidence in the ownership of the club. The lack of a training ground or stadium development is a huge concern for our future sustainability. Do they even care? I feel a cherished community asset is at risk here with the current direction of travel.

It is clear that a change of ownership is required at the club. Clem Morfuni and his band of merry men are destroying this great club. It is time for the Trust to take a stand, unite the fans and rid the club of Morfuni and co. The time to sit in the fence has gone ... it is the time for the Trust to call for all fans to starve Morfuni financially through a boycott

This club needs serious change to avoid spiralling. We require solid, professional football operators who can run it properly. I dont trust anything about this management group and I see no aptitude in being able to take this club forward. Very worried.



Club is stuck. Ownership is the problem. CEO is utterly useless. No confidence in Clubs strategy, ability to manage, fund and deliver urgently required ground improvements.

Owner and:senior management constantly lie and deliver poor governance.

Football financing generally is a problem - no realistic sustainability and cost control anywhere near in game. Values of Clubs linked only to Revenue and League status no relation to profit or sustainability!

No change/improvement possible until new owners can be found but still require deep pockets and ability to suspend reality.

I have zero faith in the current ownership & as long as they remain in power I have zero faith in the long term future of the club.

At the end of season my friends and I went for a curry, Clem and some of the board turned up too eat. There table was next too ours and there was no acknowledgement of us at all, we were all in Swindon tops, they ignored us all meal time which I personally think was disgraceful from the owner of the club I love and support. I feel they are all about the money and not the club or fans that put the money in there pockets.

Consider protesting otherwise administration beckons

Please stop supporting the current owner and actively look for new investors

You have my sympathy in negotiating a very different balance of engagement and criticism.

Keep Holloway

I feel the club's management have very little understanding or respect for the supporters.

Too many "admin errors" throughout the season give very little confidence in their ability to run a football club properly.

The financial situation at stfc is very concerning the club is very clearly not being run correctly a sale is desperately needed for the future.

On the pitch was sad to miss a chance of promotion, but with the Luton issues and Cardiff things like this have an impact and how they are handled.

I have no confidence that Ian Holloway will be able to improve for 26/27 I do fear for next season with him and budget cuts

I'd like to see everyone coming together, I'd like to see the club listen to the fans, fed up with the small minority of toxic fans and the club butting heads. Like to see investment in the ground. Toilet sorted.

NOT ACCEPTABLE FOR HOLLOWAY TO TURN ON THE FANS AS HE HAS.

NEEDS TO BE MORE PROFESSIONAL. RECENT BEHAVIOUR NOT ACCEPTABLE.

From the top down, the club is rotting

It would be great if this great club could become unified on all fronts

I don't like to get in involved in the 'hate Clem' brigade however I don't feel like the club is run well at club level, we could make so much more of our club and make it the real centre of Swindon. The marketing seems rubbish, the food offering is bad and unhealthy (apart from the introduction of elsie's in the nationwide stand) there isn't a lot of atmosphere created by the club it always seems to be left to the fans! The efforts made on the last day made for an incredible experience but that kind of thing was needed mid season! The club also allows the manager to disrespect the fans on the radio after matches ie telling us what not to sing etc! I am not a regular manager hater but him and the club need to treat the fans a bit nicer as our money and attendance ensures there is a club at the end of the day. Lastly I would like to convey the disgust at having to use the female toilets in the arkells! They are disgusting and in this day and age there is no excuse! Some don't flush there is hardly any running water from the taps and when it is it's stone cold. Again the club not focussing on the fans.

The debt owed to not only Clem Morfuni but also 2 Axis businesses through debentures at a total debt of circa £14.4M, is not only worrying for the future of the club, but also for the effect to fans who go to football for the social aspect. I've called it before, I will keep banging the same drum. The club is financially insolvent. It is time to force Morfuni to sell. It's time for the Trust to lead this like they did when the court case started between Power and Morfuni. The time is now, before it's too late.

Improved matchday parking would be good - and the ground re-dev needs a clear overall plan and must be started ASAP

The ownership worries me...

The Town End facilities and pricing are awful value for money. To have such a small difference in season ticket pricing to the side stands when the toilets, view and catering (including inability to purchase a beer) is indefensible and in my opinion is a huge factor behind the poor atmosphere in recent seasons as the pricing has converged. The club need to strategically make the Town End a much better value proposition to improve the atmosphere on match days and support the team. And that's before the stupid policy around under 18s!

Never felt more disconnected from my club.

The level of debt being loaded on the club and the debentures (loans) from failing businesses seem to be the basis of a future existential crisis. I am unclear what the owner's motivations are or what his exit strategy might look like.

The club is still run on a shoestring (in spite of attendances that are well above the average for the level) and is not as professional as it needs to be (e.g. lack of physio, allegedly unpaid bills to suppliers, failing to fill in team sheets correctly, playing players who were clearly suspended, allegedly late wage payments to players etc etc). In the second half of the season the wheels really did come off as a result of poor January recruitment and a stubborn refusal of the manager to adapt selection and tactics to new post-Christmas realities.

Some players were played continuously out of position, some not played at all and some simply not good enough. The lack of mobility, intensity, energy and ideas was palpable and could be seen by anyone who has any knowledge of football (especially someone who has managed more than a 1000 games).

This looked like a team in which the manager had lost the dressing room and where the older/experienced players were consistently preferred over their younger counterparts (in spite of repeated dire performances from many of the former). The Luton game seems to have represented the end of Swindon's season and the beginning of a marked deterioration in the manager's demeanour, decision-making and relationship with the fans. In any other club/organisation there would be a root and branch review of this failure. I seriously doubt that this will happen. The club lacks any real strategic direction and identity, on and off the pitch. The current ownership (whoever they are) have proven that they are unlikely to ever address this. The bigger issue for next season is not so much about what happens on the pitch (probably more of the same) but the extent to which the burden of debt will become unsustainable.

Simple. The Trust should insist that "hoofball" be taken out of the managers only attacking option.

Please put the club up for sale.

While disappointed performance and results tailed off as the season progressed I'm not throwing my toys out of the pram. I think without injuries to key players we would have made it over the line. I'm not expert in running a business but currently have confidence in the current owner and manager. Thanks to all those who volunteer their services to help take the club forward. Much appreciated.

The promises made by the owner when he took over the club have disappointingly not been kept, time after time. The redevelopment is clearly not going to happen, bringing the whole future of the club into doubt. I am very suspicious of the reasoning behind the recent restructuring and the cloak and dagger way the club leadership operates. Until the off field systems and processes are put in order, I fear what happens on the pitch will reflect the failure off the pitch - hence my wavering decision on renewing my season ticket - and I've been attending since 69/70 season

Time to go Clem & Co

Not at all in favour of South side redevelopment - boxes would dislodge too many supports and ruin the limited atmosphere there currently is

What are the timescales for any stadium development?

Consistent communication and reassurance that staffing is sufficient to avoid unprofessional decision making. We feel amateurish frequently. (I do appreciate that there are good staff at CG but are they properly supported.)

Just that the overall experience at The County Ground is incredibly poor, from the outdated stadium to lack of entertainment both off and currently on the pitch, poor atmosphere 90% of the time and with no clear plan in sight there is no incentive to renew my season ticket. Everything about our 'professional' football club feels so amateur and it's finally starting to rub off on most fans unfortunately

Going over old ground with this response, but the current regime are terrible custodians. Communication is lacklustre at best (fans forum cancelled on the day with no communication for instance), the AB answers (if given at all) are either defensive, misleading, evasive, passive aggressive and often all of the above.

The response to the development vote has seemingly been to shrug and hope to wait out the fans that voted no, rather than engage on a meaningful level to convince those dissenting voices, or to take the feedback/concerns on board.

Their handling of "the Town End issue" was dreadful, again alighting on evasiveness and half-truths as their favoured answer.

Questions STILL remain about the ownership, it's ability to fund the club and who has a stake in what, despite the structural changes they assure us are good and legal, actually.

I'm not even going to bother addressing the issues around Holloway and his radioactive relationship with the fans.

We're in for a horrible season again next year, after this season's historic collapse.

Get Clem out of our club. The Trust need to start putting the pressure on him. Time to step up and remove the crooks.

BETTER CAR PARKING NEEDED AT A FAIR COST

I felt this season was very disappointing in promoting deals and atmosphere, sadly Ian's comments early on in the season dampened my attitude to the game, as a supporter of over 50 years we should celebrate every little positive along the season, and Ian not appearing on pitch after games was also not positive, we never got the attendance up in comparison with previous seasons at least 9000, and I think all the above were the reason why we didn't. I would have hoped the facilities at the ground could have been improved by now , the ladies toilets especially the basics of flushing toilets and hot water surely are achievable.

We need you to fight for the fans more and hold a fire under ownership. Doesn't feel like they're being held to account.

Tanoy system inaudible in DR block 1. Why not provide updates on teams, substitutions and added time on new screen. I believe atm it's only used for advertising, but if it was used for in match as above, surely more people would look at the screen and advertising would then reach more people/ be more effective

You rightly asked about the frequency of communications from the club and executive leadership. Personally, I do not feel that the frequency of communication is an issue so much as the quality, openness, transparency and integrity of these communications.

Club operates on a skeleton staff, this needs improvement, connecting with the fans has to improve we have the potential!

Car parking should be available for home supporters with season tickets first season tickets for car park should be made more available



No disrespect to anyone in the Trust but I have no idea what you do. You hardly communicate, the club clearly have little to no respect for you, I and I don't really see what you have an influence on.

People will fill in this survey, I'm sure you'll pass the results onto the club, and they will simply ignore it. Not your fault but it all feels like a bit of a waste of time (especially for you)

Why are the Trust so critical of the leadership of the club. I understand the need for challenge, but it feels that the Trust are half full when responding to club communication always looking for an angle to criticise rather support.

Get some contingency plans in place for the club being put into administration

Thanks to the Trust and the current board members for fighting the good fight in difficult circumstances. Clem & his team have proved themselves to be untrustworthy, and whilst Ian Holloway was clearly a good appointment in the short term it has soured as he's got more embedded into the club. It feels like there is no accountability at the club for any issues - see the captain getting backed to the hilt for getting himself suspended for really inappropriate behaviour, then the off-field team getting backed to the hilt despite selecting said captain whilst still suspended and plenty of other examples. Loyalty to Clem matters more than competence, and that's a bad place to be.

We did not renew our season tickets as still feel very upset by the ceo saying we were freeloaders, 280 mile return trip to see our team yet a season ticket holder is a free loader!

Perhaps I would too see more supporters at the CG who aren't so fickle and know a bit more about the game, so they can make constructive comments. The E.F.L. and F.A. went down in my estimation they need to know that and try to improve it

If this survey was split in to halves of the season there would be very different answers for both. Really disappointed to be in this league for another year and there really isn't an excuse for that. The ownership/leadership structure is still a big cause for concern and does get masked by good on field performances. Worst of all is the utter contempt shown for the fans by the ownership which has seeped down into our manager as well. We're not made to feel important or welcome. The stripping of administrative/day-to-day staff is a big reason for that. Communication is non existent, often because there is only one staff member responsible and also because the "leaders" refuse to communicate. The whole Vertu trophy debacle could have been avoided by having competent (or any) back room staff with an awareness of the administrative side of football, and the mental breakdown of the manager could have been avoided by having a CEO/chairman who was willing to take responsibility or even speak to the fans/press about it. It's heartbreaking to see our club run this way and there has to be change for us to have any progression. However each season this seems more and more unlikely as the debt owed to Mr Morfuni escalates and makes the purchase of the club undesirable.

This season has been marred by the way the club has been ran and the leadership involved

Have no confidence in the leadership of this club. We desperately need please who know how to run a football club (this does not needed a change of ownership to hire good people!!!) and reconnect with fans. 5 long term season ticket holders no longer coming to games as we feel completely disconnected from our club now :(

State of facilities - lack of hand dryers in toilets missing bulbs and no obvious means of report those issues

The biggest issue on matchdays is the stewarding. A) this is at best overzealous and at worst like a private army of thugs, and B) there is simply no way we legally need the amount of stewards that are employed on a matchday. Platinum Security are milking the club dry of funds by telling them that they need more coverage than they do and charging accordingly.



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Would be good if the manager was able to articulate himself better without continually harping on about when he used to play, and his experience....it doesn't count for a lot when an overpaid team is under achieving. And the manager needs to be held accountable

Sort back room stewarding out and get atmosphere back . Football is for the real fans.

Can't justify renewing when the atmosphere is non existent, the football is turgid and the club hierarchy consistently treat fans with such contempt.

I've never felt such a disconnect between the fans and the club.

The debts are higher, we're going into our 6th consecutive season in L2, the communications are abysmal, the redevelopment is no further forward, the CEO laughs at legitimate fan questions while being too much of a coward to face the media.

The owner lies in fans forums, lies to the advisory board, lies about his business dealings.

We are in a worse position now than we ever were under Lee Power.

Things like ticket offers not being publicised, not recording the fans forum, cancelling the fans forum on the day of the event, the Luton debacle, lies about the safety certificate, the lies about the Town End restrictions, spelling the name of dead former players incorrectly, showing zero willingness to repair the relationship with the fans.

The previous iteration of this survey two years ago resulted in an open letter which was completely ignored by the club. This is why the actions of the club are so unforgivable, people are trying to give you the answers! The fact that so much of the relationship between the club and the fans could be solved by very simple actions and a modicum of common sense being applied, it shows just how out of his depth the laughable, charmless excuse for a CEO is.

The Town End has been empty and created zero noise all season. You have lied about the restrictions then put up the prices so they're closer to those of the side stands! The facilities are abysmal, the view is sub par and you expect people to pay a similar amount just to be threatened by overzealous stewards if they don't comply with nonsensical restrictions that appear to have been completely fabricated by the stadium safety officer. You have to give fans some sort of incentive to go in to the town end and create atmosphere, your current approach demonstrates how totally devoid of common sense you are.

On the pitch the football has been horrific to watch for much of the season, the way the Ollie Clarke issue and the Luton farce was handled was abysmal, the managers constant ranting and raving and regular unnecessary digs at the fans, not having a physio for months is laughable.

Clem, you're a liar. Anthony you are disgracefully inept at your job. Ian, stop ranting and raving at the fans who have turned up home and away in incredible numbers. Please, sell the club. Give us a chance.

Unfortunately the trust in the ownership is gone, so whatever they try and do now, even if it's with the best intentions can't be trusted, sadly with the mindset of the leaders of the club, fear it can only get worse

Maintenance of fans facilities need improving, toilets need hot water and proper hand drying machines, tannoys need to be working, the one in the centre of the Don Rogers cannot be heard.

Bitterly disappointed with the failures this season and previous seasons.

The club really doesn't seem to have any vision for the future. If they do, maybe they should share it.

The team underperformed

The manager isn't building a relationship with the fans.

The CEO isn't building a relationship with the fans.

The January window was a failure, when we were in a promotion position - this cost us.

The issues with the Town End and the clubs position on this is nothing short of a scandal.

The club seems to have no vision for the full development of the stadium and concerns remain around the funding and the plans in particular for the 3 stands that are barely fit for purpose.

Safe Standing in the Town End would make a lot of sense and would be popular with the fan base and would build some bridges.

No full time physio at a professional football club of our level is another scandal.

Still no plans for our own training ground is another failure.

Comms from the exec is still a failure.

Statue Park is not being utilised how it could be.

The club taking no responsibility for what happened at Luton is disgraceful. Supporters paid good money to attend that fixture and there was no apology to the fans for the mistakes that were made. Yes the league didn't fill themselves in glory but neither did the football club and it leaves a very bad taste in the mouth. I ran a Sunday league team and even I managed to complete a correct team sheet of eligible players every week!

Season ticket price rises just aren't justified with what is on offer on the pitch or with the state of the facilities. it lacks imagination.

Why are we still not using the biggest venue in Swindon to attract decent concerts and still going with dodgy DJ acts.

Why did it take til the final game of the season for the club to actually put a bit of effort in? To see the ground full and hear the atmosphere how it should be was what keeps some of us going, but sadly it doesn't happen enough and much of this is because of the reasons above.

The only real positive was the Prospect football shirt, which the club should be commended on.

The clubs reputation is brought into disrepute by the managers approach in the media and the lack of engagement and outside media stories around debt and failing businesses of the owner. This proud club deserves better

Can the county ground please be cleaned. The stairs need sweeping, the toilets need painting, the hot water needs fixing and extant in the don Roger's needs fixing. Do some maintenance around the grounds perimeter to make it look and feel better. Use local graffiti artists to spruce it up and please find a training ground facility closer for the first team.

I am very concerned concerned with the direction of travel of the Club. The executive group are so out of touch with a vast majority of it's fan base. The debt on the club is scary and I fear for our future. Match day experience is poor. There is no reason for me to get to the ground early as there is nothing there. So I stay in the pub and spend my money there. I honestly can't see, with this ownership, any ground improvements or investment in my lifetime.

The manager in my opinion is a dinosaur and the real reason we failed last season, and I can't see how things will improve on the pitch while he remains. Also I am very anti the chairman as he promised things regarding the ground and it hasn't happened. The idea for the Don Rogers stand was ridiculous.

Sell up Clem

Redevelopment of the ground is vital to sustainability but I'm concerned it will never happen under present ownership whose finances are of concern but also a significant number of fans are likely to vote no whatever is proposed unless a strong and clear case for proposals is made . IF the trust is in favour of what is put forward it should give a recommendation before the next vote, without it that suggests you have significant reservations

Extremely disillusioned with the ownership. Lie after lie, constant disrespect for the fanbase, hostile stewarding etc makes me not want to put any money into MY club.

Were too far down the road for them to win the fanbase over- only a change of ownership is an acceptable next step.

Though I think it will fall on deaf ears within the club, here is the truth. I want to want to buy a season ticket, but it's so hard to justify. The club has been lost to so long and all I continue to see is poor decisions, what appears to be underhanded dealings or secret decisions. Comms are shocking, commercial decisions seem off. Hall is not fit to be involved with the club and clearly doesn't care about the club, at the very least I would want someone capable. He is neither interested or capable. I am concerned the club will have further problems because Clems business seem to also be questionable and how money is being moved around I fear will lead us as fans to suffer.

I'm not so angry at the ownership as most. I think it's incredibly hard to run a football club now compared with years ago. Costs have skyrocketed, it's hard to get casual fans in, player recruitment is competitive. I don't think Clem is a con artist or anything - I think he's a businessman trying to do his best. Even if we'd got promoted this year it's not the silver bullet. We need a really good squad before we can go up and most of the team look unfit. I don't see how getting into league 1 helps with that. I think we need to build a really good core of decent pros who know what it takes to compete - sprinkle a bit of pace and youth in via loans and see how we go. Up the Town.

I get it - football ownership is a good way of turning a large fortune into a small one - i am sure the Wills family can historically attest to that! Sustainability is difficult. But, our recent history is at best murky, and i fear for the future of the club.

Really unhappy about stewarding in LL at half time.

Yes. I think the form in its early stages should have a n/a or ' no comment ' box. The questions you pose are not always black or white. Sometimes the supporters don't have the necessary information to make a judgement call.

When Morphony runs out of money & can't access more from his cronies, is there a trust plan to try & coordinate a rescue with interested parties?

Clubs a mess

I would like to share that there has never been a more loathsome owner and CEO partnership of the club than currently. They are deceitful, untrustworthy, and disingenuous, on a regular basis. Incompetence is their brand, stubbornness and arrogance their chosen method of management. They have no regards for any Town fan - alive or dead. They know and care nothing for the town or our community. They demonstrate no care for the club's past, present or future. I loathe them with a passion I didn't know could exist for someone I've never met. I rue the day this pair of incompetent clowns ever arrived at the club. They have certainly turned this club into a circus and that just isn't funny. The roof leaks, the seats are broken, the tannoy doesn't work, the place is unfit to be a modern stadium, the debt is increasing season on season but there's nothing to show for it apart from more failure. Morfuni clearly has neither the ability or funding to be able to deliver the change that this club needs. Please for the love of the club go now and let someone else sort out the hash he's made of this club. But he won't go because his ego is too big to allow him to admit failure in any way. So us fans are stuck with him and sideshow Bob until the club is wrenched out of their hands by other methods. I look forward to the day when all Morfuni's legal shenanigans catch up with him and he loses the club in the same way he acquired it - via a court case. Hopefully that day is arriving sooner than later but I can wait and I will be there to celebrate when it inevitably happens. I shall celebrate that day more then any goal I've seen us score - and I've been watching Town since we beat Fulham 5-0 against Best and Marsh. If seeing Morfuni thrown out of town is the only thing that keeps me from my death bed then I shall make sure I live to see the day that scumbag finally gets his comeuppance.

All best

Come on you Reds !



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Been a season ticket holder for years. 90% sure I'm not renewing this season as I'm tired of the ownership! Either dodgy or incompetent! Either way- Clem sell up!!!!

The club hasn't given the fans much to shout about for too long. I could understand if I could see the club are building for the future and developing the stadium and supporter experiences, but I don't see tangible progress there either. Consequently my passion for attending (given the long travel) is dwindling, albeit I attended more games this year than recently as for half a season, we had some good results this year.

I would have preferred more 'free form' answers. For example I picked 3 for 'men's first team performance' as averaged out across the year I think it was bang average, but would have liked to add comments especially around men's recruitment (and how many times I've had to hear the name Munroe after he departed!).

I have concerns about the leadership (as are well documented by SO69) and especially their ability to deliver on anything significant for the football club. I especially believe that they should not be allowed anywhere near the DRS stand with their current 'plans' and contingencies in place to ensure our 'best' stand isn't ruined by their incompetence.

My connection to the club over recent years has never been as low as it is today. The ownership have habitually misled the fans, made significant decisions without engaging us & we are often left to use those more in tune with companies house to share what's going on before the club even considers us.

Trust is gone, the connection between club/manager and the community has along since left the room and we go in hope of change but not in expectation of it..

The communication (both in terms of timeliness and accuracy) from the club is poor at best. The back tracking of who is a director and who isn't, who is owed money to and who isn't is farcical. They have ruined any chance of getting a redevelopment vote through as trust in the club's owners diminishes by the day with the fanbase. They also need to look at how the funding of any redevelopment will happen because it is currently based on the club being in the Championship - we can't even get out of League 2!

I think the manager has done a great job getting to where we are today, just disappointed we didn't quite get over the line

Very disappointed in the Owner, CEO and Manager. The latter talks too much and rarely makes sense and the former two don't communicate enough and when they do they rarely make sense. Personally I wouldn't lose a minutes sleep if all 3 were to walk out of the door today. To put in bluntly I'm more disappointed that these 3 are still in post as opposed to not making the playoffs, however I attended 44 of 46 games last season and I will still be there next season, both home and away. Glutton for punishment and can only hope that the good times come back before its too late for me to see it!

Clem needs to sell and Holloway and all the staff need to go

Our historic distrust of the club leadership continues. I am grateful to Clem Morfuni for what he did at the beginning of his tenure, possibly saving the club from extinction BUT, the ongoing saga around shares, debentures and his Australian businesses leaves me feeling worried.

Additionally, the lack of experience of the football world that the executive leadership seems to have appears to be having a negative impact on our ability to operate effectively.

Is the injury problem we suffered in the latter stages of the season perhaps partly due to the alleged lack of full time medical support?

Could the Vertu Trophy debacle have been avoided if we had back room staff that actually knew what they were doing?

Redevelopment- revisit the ideas. Sort out the heart of the clubs support by concentrating on the Town End first. If this means revamping the Stratton Bank and moving Town Enders in there whilst their home is rebuilt? I am sure this would achieve better support than the DRS proposal that we rejected.

Remove Anthony Hall from position. The guy insults fans every time he opens his mouth. I'm not anti-Clem but this guy is not doing any favours in making fans confident that the ownership has the best interests of fans at heart
CLEM & CO out with the management too

Hugely concerned about the lack of transparency from ownership, clear lack of football prioritisation (a music concert being booked during potential playoff dates is concerning) and unmet promises/plans seemingly not being actively progressed. Football club feels like it's sinking under current leadership amidst constant mistakes and "admin errors".

As above, also very worried will there even be a club left when Clem and co are finished

I would like to see the Don Rogers stand plans approved quickly so the rest of ground could be moved on to. Especially a fans zone outside Don Rogers stand as earlier planned to improve match day experience and increase revenue for the club.

I would enjoy spending more time prior to match having a couple of beers and food and maybe watching earlier games on a big TV. This is what happens at other sports arenas mainly rugby and cricket.

I don't bother now as I Don't want to wait ages to get a beer i.e. in Legends and then get asked to leave by stewards practically as soon as I get served at half time.

Most fans would like to see the ownership and board members depart. We need someone to come in with more drive, money and ability to take this club forward. We really are a sleeping giant and until the above happens, we will not going anywhere.

The clubs communications are terrible. The meetings they have (advisory board) notes now seem very vague to me and lack any clear details. How satisfied are the club on delivering there strategic plans? Where are we against the plan? Again we had lovely slides presented but seem to lack any substance on progress. Also cancelling previously planned fans forum half way through the day of the event is poor show. What is the club doing to improve ? What commitment are they going to make to fans to deliver what they said they would do. I've been following STFC as a season ticket holder since the days of Lou macari and there appears to be a widening gap between the club and supporters and the community. How long will fans continue to support the club if this continues. I'd also like to see if anything can be done to improve ticket purchase system on web site. I know a lot of casual supporters who struggle to purchase matchday tickets online due to the software or partner (ticket master) systems. Thank you

Your treatment of Rockin Robin after 10 years continuous service has upset a lot of fans. Kids love him and Malcolm was a ball bot when younger and never misses a game. A free season ticket or lifetime membership of club with benefits should be a minimum gesture.

Sceptical as I am I can't see this happening but come on stfc and support those who publicise the club.

I am very worried about the future of the club under this ownership and am seriously considering not renewing my ST for the first time in decades. The lack of transparency around funding makes me think the club is being used as a vehicle for financial gain, despite the owner's claims. As a long time fan, I've had enough as can't see that it will ever improve under the current ownership. The whole set up is amateurish and frankly it's embarrassingly bad. In the words of Donald Trump they're 'doing a terrible job'.

very disappointed with team management. Think trust do an important and great job. well done to all concerned
Any chance of being able to purchase burgers inside the ground as the kids dont do pasties , pies and hot dogs.
Sure I'm not the only 1

The last game of the season again indicated the potential in the fanbase. The senior management of the club are constantly failing to capitalise on this, frequently demonstrating a lack of competence/desire. I fear that a lack of any real reflection means we are unfortunately stuck in this situation.

I have zero trust or faith in the ownership or day to day management of the club.

Fed up with poor ownership and poor management.

After 50 plus years supporting the club home and away, I will not attend another match until the current owner and management are replaced.

Can't hear the PA in the DRS. We need a club anthem. Match day teams should be displayed on scoreboard. Half time scores should be read out. Cheaper tickets in the Town End. Fan Park needs improving

1) Unhappy with the potential displacement from the DR stand and the unsatisfactory alternative seating offered. If displaced, I will no longer attend games. 2) Queues for half time refreshments are too long and I often give up as I haven't been served before the second half starts. I'm not the only one and the club is losing a staggering amount of sales £ at every match.

Stewarding needs looking at, especially in the town end. Seems for some (not all) as soon as the high viz jackets go on they can bully genuine supporters that have been going for years on end. However there is some genuinely decent stewards that actually care about their jobs as stewards, and fan interaction

I hope there is accountability for a season that promised a lot but in the end was a total failure by not only the players but the coaching staff and not least by the people that run this football club

We always fall well short, when we should do much better! Why?

Really disappointed in what is going on off the pitch, the financial uncertainty and debentures to other companies, why can't we just have a football team where everything is transparent and the owners want what's best for the club and fans? I believe what happened off the pitch affected the end of our season sadly.

Maybe some categories for us international fans who follow via ifollow, it's a bit crap!

Unsure if this is the correct avenue to write the following thoughts, but I'll do it regardless. Over the past 5 seasons, I've found myself attending games out of habit rather than through any real enjoyment. The sheer contempt the hierarchy seems to have for the fanbase has made me feel less of a fan and more of a customer to the club. It seems as if Clem and Hall have gone past the point of trying to engage with the fans and it makes me question if I should be past the point of spending money on this club. I'm sure the pair of them will get a good laugh out of reading thoughts like this as I can't particularly say I've seen much from them in the way of catering to supporters. I'm sure my love for the club will return eventually, but I can be certain that it won't be under this ownership.

I have lost complete confidence in Mr Morfuni and Mr Hall. I am constantly wondering what their motivations are, considering how much money the club is losing and the general discontent towards the ownership from fans. I am also deeply concerned about the fracture Mr Holloway has caused between the fans and the club thanks to the constant contempt and disrespect he shows to the fans, local media and fan groups.

Clem out Hall out Holloway out!!!

The tanoy system urgently needs addressing as a safety issue and takes away from match day experience

Due to continuing disgraceful ownership (& friends!) I stopped giving them even 1 penny 3 years ago.....this will continue until we have honourable, respectable, competent people in charge.

Your survey doesn't give enough options for questions. I have no interest in the women's game so can't answer questions about it. Same with food and drink and match day tickets. Never buy any so can't say anything about it. Should have N/A option.

Massively fed up with the ownership, fan engagement and outright contempt in which the club holds the fans, and this is unfortunately replicated by the manager, no matter how well he is doing with the situation that he has been handed, no need. I have zero trust left and as every season goes by I find myself slowly but surely extracting myself from the duty of being a fan, attending matches and generally caring about the club. You can only put up with being treated with disdain so many times before you decide that the effort is just not worth it. I am pretty sure I am in a significant portion of the fanbase feeling this way. It's about time the Swindon fans were treated to a competent ownership group that is ambitious enough, wealthy enough and courteous enough to deserve the stewardship of this great club, that has previously achieved massive feats, which with the current trajectory are likely never to be repeated.

Completely and utterly exhausted with the shambles of the current ownership. The lies, the half truths, court cases, admin errors and general outright incompetence from the ownership and CEO divides fans and is destroying this club brick by brick. All trust and faith has been eroded where I barely couldn't give a hoot about the performances on field anymore.

That sentiment is then compounded by the misinformed words spoken by Ian Holloway, who frankly is an arrogant **** who has no right to call this club his club over fans who have supported this club for much longer than he has been here and for many years after he's gone.

I've never been so disinterested in following this club since I started supporting it.

The events of the Australian Court is particularly concerning as the owner has outright lied regarding the connection between Club and businesses. When his criminal behaviour comes back to bite him, we are going to be implicated and vulnerable to whatever comes next.

Our best hope is that the owner stops using us as his off shore bank account safe haven, sells up and f***ks off. Even Lee Power ran this club better than the current ownership is.

This survey could be better constructed and worded. E.g. are you dissatisfied or satisfied with recruitment in the women's team? !!!!! I don't care about the women's team and know nothing about it.

Need some 'N/a' (not applicable) or 'No opinion' answer options.

Should have some more specific questions:

- Do you expect to watch more games next season, fewer (not 'less') games, or about the same?
- Do you know personally any supporters who have stopped going to games because of?
- Would you like to see more information in the financial accounts of the club, above just abbreviated/limited accounts?

Changing the rules for disabled fans has been a big problem for me as a disabled person and long time supporter. Unless I choose to go through the humiliating and flawed process of claiming PIP (I have previously been awarded the higher levels of both but would rather do without the money than face it again), I can no longer take a carer with me without paying full cost for their ticket. This is unaffordable and unsustainable. I don't care if it's in line with other clubs-this is unacceptable. I have other ways to prove my disability (blue badge, letter from GP, disabled persons bus pass etc) and these are not accepted.

It doesn't feel it is for lack of effort or professionalism that they missed out on promotion. Club appears to have a much stronger set up institutionally than in the past which is great. Frankly we all like promotions but running a sustainable club with a clear strategy for achieving that based on engaging the community is actually what matters. Meanwhile I am grateful to the owner for putting his own money into the club the amount of which far exceeds what most people would ever dream of doing. Thanks to the Trust for being also a voice that holds the club to account that undoubtedly leads to better outcomes.

Get Mofuni out please

I have little confidence of success next season with the owner and management set up

Thanks to all at the club for a terrific season - the roller coaster that is the STFC experience continues to thrill - COYR

I would be much happier if the club was sold to 'series' owners

how the flying f**k do we bottle play offs when we're 2nd with 13 games to go. absolute joke

I have been a Swindon Town supporter for 66 years during much of which time I have attended most if not all matches, both home and away.

Now however I watch every game live (virtually) but will not return to attending in person unless and until there is a change to (honest) ownership with a genuine interest in the Club and its fans. Sadly that is a long way from being true in the case of the present ownership, whoever that actually is. Their motives are unclear but the future progress and success of our beloved football club is surely not a priority.

Continue the concern of the last number of years. The club will remain in purgatory until the current owner either completely changes his ways (seems unlikely) or sells up. The ownership has been effective in building significant apathy in the fan base. The 'highs' of the earlier season form were fairly muted and the 'lows' were largely seen coming and most of us just shrugged by the end. At no point was coming to the CG that enjoyable to be honest. Any normal functioning club would also review how the manager handled the last approx. 5/6 months of the season. Much of which fell way below standards you would expect from a manager that regularly tells us he's managed a 1000 games...

I have never felt less connected with the club than I have done this season. The ownership are inept, to put it mildly (and non libellously!). The manager has often shown a contempt for the fans. The players seem uninvested and confused - I feel bad for them taking the boos as I think they are all much better than the leadership/management have set them up to be. Being a football fan is often thankless, and in a way I think we enjoy the misery! But not this sad, unrelenting, mediocre at best, horrendous at worst approach which seems to be our normal now. It is draining away all I love about STFC.

So difficult to trust the club we all love. I have no confidence next season will result in success. Feels as uncertain as ever that the club will return to the higher levels. County Ground is now an embarrassment and so run down .

Holding the owner(s) to account is paramount! The future of STFC must be shared with the fans.

I'd like the Owner to stick to his promise (made in a fans forum 1-2 years ago) of making regular video statements and updates regarding the running of the club and plans for investment into the playing side and maintenance of the ground. Currently I feel the ownership and management treat the fans with very little respect. The latest being the announcement of a fans forum 2 days before it is due to happen! If this continues I fear the club will regress even further than it already has done. Finally I feel the need for a 'Gestapo' Blue jacketed stewarding is a disgrace and another insult to the fan base.

I would love to feel valued as a supporter. I feel communication is cheap this day and age but regular communication from STFC is non existent. I feel all they want is my money and don't care if I'm enjoying my experience on match day.

Just a very disappointing conclusion to the season with concerns of the future in both the short and long term.

- Poor redevelopment plans across Don Rogers Stand
- no detailed full stadium plans
- no trust in leadership team
- poor football management staff
- not enough football staff (DoF, head physio, first team coaches)
- stadium falling apart
- no care or attention into stadium
- disrespect and resentfulness from club leadership to fans
- leadership team not liked or wanted by fans
- no footballing experienced people in leadership team
- aging manager with aging footballing ideas
- terrible infrequent communication on basic updates
- no promotions or deals for tickets (eg kids for a £1, Stratton bank or bring a friend for £ etc)
- no basic stadium maintenance, eg Stratton bank usage for every game and town end problems
- Segregation netting in Arkells by away fans kills atmosphere, other clubs encourage this and actively want singing supporters by away ones but we do the opposite. Lifeless quiet town end due to fake concerns, over the top strict stewards telling you to sit down at top row of Don Rogers Stand
- Embarrassing fan zone/statue park left abandoned
- Embarrassing tiny advertising screen in SB when it should be a giant fully fledged screen for replays, camera angles and team sheets. Non league clubs have this

I feel deeply disillusioned with the way the club is run. We as fans are constantly ignored, misled and treated with a lack of respect. The constant gaslighting around the clubs situation is frustrating and instead of honest communication we are given responses that don't match reality. I am genuinely fearful for the future of our club but above all I'm exhausted, exausted by the ongoing issues within a culture of excuses, lies and mis management.

Keep up the good work

Car parking is woefully under provided on site and having to pay £6 to park on the cricket field is outrageous.

How only trust members can stop the club from the development it wants to do when the minimal number off supporters are able to vote? The trust only represent a minority of supporters. They should not be able to dictate to the majority of supporters like my self who has been a supporter for 70 years or more, and in fact a share holder (one of hundreds if not thousands) which seem to have been been forgotten about during or since the Mr Friton reign.

Keep going! Seeing the passionate crowd on Saturday watching a sadly established Tier 4 team in terrible form in a decrepit ground and with rudderless leadership made me think this club deserves so much more. We had a larger crowd than Wrexham who were engaged in targeting a play off place to the Premier League. Please additionally focus on finding us new owners with an ambition they can communicate and invest in. I don't want to be forced to rely on an underfunded fan ownership model, however key would be your role in such alternative circumstances.

The future of Swindon Town Football Club is extremely concerning with Clem Morfuni in charge, and Ian Holloway as manager

The leadership fails to put in the most basic efforts of courtesy and consistency and then plays the victim when they're called out on it. They are running the place into the ground.

When are we going to see any changes to the ground? Tannoy toilets etc

Clem needs to sell up. Leadership have a total disregard for fans. Town End should be redeveloped first into a safe standing stand. Maintenance needs doing, toilets and tannoy unacceptable. Stewards rude and hostile. Why am I searched in the Town End but not in any other stand?

Red army

I can't begin to tell you all of the things that upset me regarding the management of our football club. I will confine this to recent events. The last game of the season pumped up atmosphere didn't happen. The role of honour, or lack of it, was an absolute disgrace. The lack of a speaker system in the Don Rogers is an ongoing embarrassment. The sale of the Prospect special edition shirts was a commercial disaster. The sale of this shirt was announced at most, 48 hrs before the game, therefore very few people were able to obtain it before the game. They sold out within a few hours, had a re run after the game and again sold out. A third production run was initiated which I suspect left surplus stock. What any sensible commerce enterprise would have done would be to announce the shirt was being commissioned 4 weeks before the game, taken advanced orders which would have resulted in maximum sales and benefit to Prospect, and no surplus stock; however that would be too sensible for this lot. I could go on and on but that will do for now. Finally, in my 60 years of supporting this club I have never had such a low opinion of the running of this club. I think the players have given everything but the club gave nothing to the supporters. I think Mr Hall etc must lie awake at night thinking about how they can upset the supporters next. I'm sure he will be recruiting a sales and supporters prevention officer anytime soon. Sorry for the rant.

Having followed the club since 1970 I am considering getting a season ticket for my local club instead. It's closer to home, in a higher division and about 40% cheaper

A high percentage of Support comes from outside Swindon.

I would like the club to engage more with these areas like pre season friendlies etc

We've lost a lot of supporters as a result of this non recognition.

Bring back pre season friendlies against Wantage town, Didcot town, Banbury utd. This will increase match day attendance

Too many generic questions. 3 my default answer.

Keep up the good work!

Very disappointed since January thought recruitment and performances have been extremely poor. There is no connection between club and fans, season ticket prices are crazy with very little evidence club will improve. Feel a change was needed this summer

No progress will be made on the pitch until the chaotic issues off the pitch are resolved. Clem, its time....

I believe the current ownership is incompetent. And I do believe the trust should be doing more to highlight this and push for new ownership. As currently I believe Clem Morfuni is not acting in the best interests of Swindon town.

Must learn mistakes of the January window.. huge opportunity missed this season.

i don't sit in the town end , but wasn't it lovely to see it full last game , they need to lift those silly restrictions about under 18's going in one half ., no other club seem to have these restrictions. i stood in there as a 14 year old when it was standing. it was a great time

Very concerned about the financing of the club and the recent debentures, and also the legal action in Australia concerning the owner.

New manager and backroom staff please

Because I live abroad I buy a season pass to iFollow every year. The quality has dropped significantly since Sky took over. No commentary on replays anymore and the streaming quality is often poor. I know much of this is out of the clubs hands but if they could pressure Sky to improve. It is my only real link to the club.

Cost of kits has really limited getting one for kids etc

Just thank you to the trust and all of the hard work

Lessons have to be learned from 2025/26 season, if we don't start pushing on sooner or later and generate more income from what you get from being in higher leagues, Swindon will be in big trouble (unless an owner with a better picture and more money comes in, which is looking unlikely happens) - Worried for the future of the club if we just remain stuck in League 2 or even drop out of the FL altogether, which is a possibility!

Until the club clear the management structure and ownership I won't be looking to return the owners a bigger crook than Lee power

I have been a season ticket for most of my life, but only go to away games until this ownership has gone. The sad thing is when Clem took over, he had my full support, so I gave him a chance - but he let us down with lie after lie. I am heartbroken to see the club run like this.

Why is the Trust so negative in dealings with the Club management. Does it want and support the Club ?

My immediate concern is with the current Manager, and what the budget will be for next season. Long term the financial situation is a major worry until we get proper investment or a new owner/chairman

That was a total waste of a season. Where's the fanzone on a matchday?

I was disappointed the senior tickets now start at age 66. I am 65 but retired early and was hoping to be able to attend for less than £20 (Times are hard for many) though my husband and I try to go as many home games as possible.

Just how awful Town End customers are treated by the employees of the director. The contempt and ridiculous searching of EVERYONE is shocking and to have ques back to the Magic last Saturday with two turnstiles open just shows the contempt Clem and Co have for us Townenders. Add to this the also ridiculous U18 policy, the kids want to go somewhere to watch with there mates but this dangerous apparently so they come and stand and annoy us old gits. I really feel sorry for that age group not being able to enjoy the same freedoms that we had.

I truly look forward to the day when all these Lee Power legacy characters are gone from the club but it looks like we are stuck with them for a good while yet.

But as always COYR's



Please sell the club Clem.

The club is an absolute shambles and I will not be attending anymore till Morfuni is gone

The fan base that STFC have is a lot bigger than actually attends. A few good results and 1500+ extra will come through the turnstiles. This season has been dreadful in the downturn in performance. Everything went downhill following IH's rant post match regarding EFL, FA, anyone else on BBC Radio Wilts. Why was more not made of Clarke's behaviour? That must have had some effect on morale. If he'd have been a lower profile player, I'm sure he'd have faced some serious consequences from the club. Did anyone see the players reaction to IH at supporter's dinner? They were embarrassed beyond belief and said that he acted that way in the team environment! Training sessions were described as not intensive enough and haphazard. Surely there needs to be a thorough review of the season!!!!!!!!!!!!!!

Sort merchandise pricing, and I have faith for other aspects.

I will not purchase a season ticket again or attend regularly until we have new owners. After 5 years in charge the club's financial position is worse than ever. The ground is in a state of disrepair and the fanbase continues to be lied to and treated with contempt.

Yes, please. I would firstly like to rejoin Trust STFC as my membership has lapsed. This is because I feel it is increasingly important that true, dedicated and loyal fans are represented at a time when there appears to be an increasing amount of confusion and concern about the direction of travel of the current ownership. After 5 years of the current owner it is clear that we are going nowhere fast - still stuck in the basement of the EFL - with 9 out of the last 10 years seeing STFC in League 2. This is simply not acceptable as we have been traditionally a top 10 League 1 club. Indeed the potential, fanbase and history of the football club would easily support Championship football if we had a go ahead board with ambition and drive, intent on taking sensible, achievable steps to redevelop the ground and invest in the team, academy etc. Instead we appear to be in limbo, a situation which simply cannot continue.

Thanks - Mark

Clem, it's time

We need entertaining football or atmosphere lacking.

Under the current ownership I will not buy another season ticket. The value for money is a joke. You only need to miss a few games and it doesn't make any savings. The club is being killed from the inside. There is no trust in the current ownership. They are never being honest. Trust cannot be rebuilt under this ownership anymore. I will still go to games but I will put other things first instead of putting STFC first like I have for the past 30 years. The style of football under the current management is pretty much terrible. All 4 of the "coaches" need to be gone. They have had long enough now

Need to be more forceful when communicating with the club about what's happening on and off the pitch

It is very worrying that we have an owner and completely useless CEO that do not attempt to communicate or operate properly in football business. There are major gaps in the management and hierarchy for experienced people (not withstanding some very loyal employees). Too much reliance has been placed on Mr Holloway for communication and matters which he should not be involved with and if we had a better leader at CEO level with football background that would have a positive affect throughout the club. There are obvious financial problems which will not go away but getting a better structure may help us become more sustainable and not fall foul of so many errors which affect morale for all!

Please for the love of the god, actually push the club's hierarchy to be better and hold them to account this season



No question about the management of the team or the development of younger players

Many supporters rightly have huge concerns over the current ownership and leadership of the club. The Chairman, CEO and Men's Manager all have a record of being unable to communicate honestly and clearly, which has contributed to there being a significant lack of trust in them and their decision making. The degree of debt the club is in is getting progressively more dangerous in terms of future sustainability. Regrettably, it is causing many of us to stay away from the County Ground. Whilst personally still watching the team at away games, it would be desirable to be able to return to watch home games, but this will need a change of ownership to happen in my case. In terms of County Ground redevelopment, it is key that Town End redevelopment is prioritised. Linked, it is vital that fans are not removed from their current seats in the Don Rogers in order for unnecessary boxes to be added to this part of the ground in the short term. Sadly, many of us feel that the current ownership cannot be trusted to execute any degree of ground redevelopment in a trustworthy and reliable way - with the club's best interests at heart.

Bit more atmosphere on home games to get us over the line like away days

I enjoy attending matches. I accept that STFC have really promising seasons then a mediocre season in that order. I am impressed by our current manager in that he is good man manager.

Had a season ticket for over 20 years, jacked it in 2 seasons ago because I was sick of being taken for a mug by an owner and his lackeys who clearly despise us. Won't be back until the whole lot of them have gone, never known such an incompetent shower of s**te in charge of our football club - and I remember Bob Holt!

Hopefully Clem & Co leave asap

And they take that unbearable Bristol clown with them.

Whilst the season end was disappointing, I think we should give huge credit to Ian Holloway and the players for the positive progress that has been made. We actually had our most successful season in several years with some enjoyable football and progress up the league. There has also been better recruitment and better management of the squad as a whole. For me the turning point of the season was the disappointment of the disqualification from the cup following the Luton game which took the wind out of the team's sails, and they never really seemed to recover from. I hope that the Supporters Trust isn't too critical of the club, as I think they are continuing to make progress and hope that we can continue to move up the league and achieve promotion next year.

I think that the Trust is doing its very best but the obstacles put in the way by the club hierarchy certainly does not bode well.

The club has to be sold to somebody who can competently run a business and football club. I attended one game this season and that was away from home. It is a soft boycott until I feel confident that the club is being run properly. Plus, whilst Holloway deserves credit for turning our fortunes around in 2025, things have been on a worrying downward trend since the new year. There's only so much of his madness the players will listen to. A change is required but I don't have confidence in the choice of the administration to pick a suitable alternative.

What a missed opportunity. Why give the Stratton Bank to Chesterfield and not fill with discounted tickets for home fans. Shame regarding roll of honour, really ashamed at club for not managing delivery of that better, respect for fans is so important. Finally, in the Chesterfield programme Drinan in centre pages shown as number 29, since when? Only your stand out player, just signed new contract, L2 EFL player of the season and no one knows he has been 23 all season (and last!). These are examples of why the fans don't trust the leadership of the club. Details and putting the team and fans first does matter. People remember and trust is easy to lose, hard to maintain and even harder to rebuild. Thanks for your hard work as volunteers Trust STFC and for asking. Its appreciated.

It feels like the club is being subjected to managed decline. So few positives and the disconnect between the leadership, management in the fans is a real danger to the survival of the club. The leadership is demonstrating no plan, no empathy with supporters and no interest in sticking to the commitments given at the time of the takeover. I've supported the club since moving here in 1990 and I've never felt less positive about the club as I do now, and that is all down to the contempt shown to fans by the leadership and manager.

Mr Morfuni lost my confidence a long time ago, a feeling that has continued to grow throughout his tenure. Under his leadership, the only direction we are going is backwards and my message to him is to please sell the club to an alternative buyer who can take us forward as soon as possible.

As for our men's first team manager, I have grown increasingly tired of his constant digs towards a fan base who now more so than ever need to be led by someone who unites us. Whilst the table doesn't lie and under Mr Holloway our position has improved, which he deserves immense credit for, to go from the position we were in to where we ended up is an unquestionable failure. If our manager is to continue in his role next season, I hope he can reflect on his mistakes, including his touchline conduct which has fallen below the standards I'd expect from an ambassador for Swindon Town Football Club, and take us forward.

Clem Morfuni get out of my club

I would like to see more merchandise in the club store and I would like to see programs for sale in side the stadium, both would increase the income to the club, also more a rousing music before kickoff to get the crowd excited!

I feel the potential for Swindon is regular championship football, the crowd is available with existing or expanded capacity.

Sure there is lots, alas! The debacle at Luton then shaped the rest of the season. Another clerical error that got us chucked out the competition. Amateur. And nobody was accountable. In my book, that would have been the resignation of the CEO. We need a Nick Watkins at the helm.

No longer feel an association with this football club. Just the loyalty card and the social Catch up. The majority of Supporters I know feel the same. Never felt this dejected. Enjoy my fishing more than football currently. First time ever. However it could come back and desperate for it to come back.

Please be proactive in getting the current ownership/hangers on etc out of the club

Absolutely fed up of the club's direction under this ownership and we really need a change of this and not happy at all with Ian Holloway's attitude - the way he is with the fans and the media is poor and comes across rude. Overall really undecided whether to return with all of those still in place at the top.

Please don't put balloons in the stadium, and I am autistic and they distress me

Clem Out, Criminals Out, Hall Out, Holloway Out.

Thank you for the survey and the opportunity to provide feed back. I have supported the club since 1960 as a youngster aged 8, hanging from the girders at the back of the old Shrivensham Road stand and never missed a match until I moved away. Fully support the club from wherever I am and firmly remain totally engaged with events happening on and off the pitch. Thank you, the Trust for everything you do in support of the Town.

Keep the youngsters and no loan players

I think there should have been a question about the performance of the Manager. I am appalled by the example of poor discipline that he has demonstrated to his players. In my opinion, indiscipline of players and manager contributed significantly to us not getting promoted this season.

It's poor from top to bottom

When he purchased STFC, Clem Morfuni was on the charm offensive, pulling pints and engaging with Supporters. WHAT HAPPENED???????

Love the Trust and the OSC

I saw my first Swindon match in 1956 and been a season ticket holder for 30years . I would like one more promotion please.

More open, honest and transparency from the ownership of STFC

Tannoy in DRS is diabolical, must surely breach health and safety regulations as we cannot hear anything so if an evacuation was needed it would be dangerous

Advertising board is embarrassing- get something decent and use as a scoreboard as well to add to the matchday experience

We are not growing in any shape under the current ownership

There is a problem with the questionnaire design. If I'm not at all interested in the women's game (i.e. don't think it's at all important), or don't know what food is available, how should I rate my level of 'satisfaction'? I'm neither 'satisfied' nor 'dissatisfied', so had to go with a '3', but what does that mean? Also there is no such thing as 'non binary'. As the Supreme Court ruled on 16 April 2025, there are only males and females.

Clem's time is up he needs to go. Trust need to do more to hold him to account. The club under Clem is built on quick sand and we are fast sinking

Would like to see redevelopment of Town end or Stratton bank areas.

I am fed up with the manager attacking supporters who have valid concerns and observations. The running of the club is unprofessional, there are many questions about the financial running of the club, and no explanation of how a club with our attendance can't compete with clubs with crowds of less than 3,000. Where is the money going?

Consultation with the supporters on ground redevelopment in terms of how we would like to see the ground development prioritised. It is our club after all, well it's been mine for 64 years.

Think you have covered most things but would definitely like more info from chairman on intentions etc.

Fix the tannoy system in the Don Rogers stand. I cant hear anything!

I would prefer to see less reliance on young loan players. I think the lack of experience, partly due to injuries, was a contributory factor in the poor performances over the last couple of months of the season.

There is a huge disconnect between the reality the supporters exist in and the reality the ownership and management exist in.

This disconnect feeds on the utter contempt with which the ownership hold its fanbase (customers) in. Lies, untruths and the blatant disregard for telling the whole truth seem to be the stock in trade for the ownership and they have shown no motivation or intention to amend this approach and mend its bridges with the fanbase.

The club is rudderless and directionless. I have never felt so disconnected from the club in my 23 years of supporting the town.

The club will not move forward whilst under its current leadership. It's time for Clem and hall to go. Quickly before they take us down to the conference. That's the only place this ownership can take us.

Price increases are unacceptable I'm not getting a 7.14% increase in wages this year. Previous year was a 7.7% increase. That's 15.4% increase over two years on early bird tickets to people who have supported through thick and thin for years. And you were talking of removing my seat for the prawn sandwich brigade. You must be joking?!?! After holding a season ticket for years. Goodbye!!

Just redevelopment done and get out of league 2

Would like to see the ground development move on quickly, thought the shared plans for the Don Rogers looked fantastic and was very surprised they were rejected by the trust vote. The current set up in the DR is not conducive to meeting socially for a drink before a game, hence why you get so many people turning up at the ground last minute.

Having read the latest Q&A's agree this should be phase1 as would generate good income for the club on all 3 levels.

Personally I would definitely meet friends for drinks at the ground if it was more welcoming/comfortable.

I would like the manager to conduct himself a lot better next season than he did this one, whether that be talking to the media or on match days during and after the game.

Redevelopment plans for Don Rogers Stand should be shelved, both ends of the ground should be the priority.

Don Roger's speakers haven't worked all season can't hear any announcements.

To open more turnstiles on game day to avoid queues a lot of people who we sit by can't make it to games any earlier due to work and the games have kicked off and they are still in the queue outside.

I wish that the stewards took there jobs seriously.

They allow people to stand in the stairwells at end of match rather than making them move and this is an accident waiting to happen.

Have found this season a real struggle. The enjoyment factor hasn't been there

Clem, Hall and Horroway OUT!!

Why is the owner not willing to put the club up for sale when he is losing so much money. What is his end goal? He;s overseen the worst period in our clubs history by being in the bottom tier for the longest we have ever been.

Not enough is being done to encourage the younger generation of STFC fans

I hope to renew my season ticket for 2027/28 season, once I return to Swindon.

I won't be renewing my ST for the first time since 2008. Very sad but I am completely fed up with the total disdain of the fans by this lot. The lack of accountability for their mistakes of which there have been many & also the proven lies. Five years they've been in charge yet I have seen no progress on their initial promises, in fact it's gone backwards. Mr Morfuni always said, when asked how long will you be in charge here 'as long as I'm wanted' he is no longer wanted by the vast majority of us so do us all a favour and sell up 🙄

Need to get the Townend rocking again

It's impossible to respond accurately to questions about 'satisfaction' if one isn't interested in/has no experience of certain aspects of provision (women's team, food, community involvement). I find the issue of litter at the CG very disappointing as a 'community club'. The security staff outside often drop the plastic tabs from bag-tagging and the number inside the DR who can't be bothered to take their used food and drink containers to the bins is appalling. Why not tell people that they are are expected to dispose of their litter properly before the match and during half-time? Perhaps someone could work out what it costs per year to clear up and how that money might be better spent? Finally, no-one is 'non-binary'; the human species, along with all other mammals, is either 'male' or 'female'.

Need another try at developing the county ground so that more revenue can be generated (through boxes, hospitality etc) so that the club becomes more self sustaining

Get rid of the manager

The atmosphere in the ground is awful. Whoever decided to alter the town end arrangements should take a good look at themselves because lack of atmosphere has had a detrimental effect to what happens on the pitch. We need a full town end ffs!

Myself and 7 Swindon fans went for a meal after the last game of the season to the Khyber curry house, while we were in there Clem and some of the board came in and sat on the table next too us. We didn't mind that but for the fact that we had no acknowledgement from any of them was very disappointing, it angered us that there was not even a sorry for how the season turned out in the end. We felt that all Clem is here for is to take our money with high season ticket prices and not a care for the club in anyway.

Clem out

Disappointed with team selection

Any chance of fixing the public address so it can be heard in Don Rogers stand

Need more food stands at pich level in the arkells and in the legends,because disabled and old people cant walk to the top of the arkells for food.

I've been following this club for over 45 years. Seriously thinking about attending games next season with the incompetent owner and CEO and the contempt they show for the supporters.

Clemente Morfuni, thanks for absolutely nothing but it's time to go

The strategic direction of the club is a massive concern. Every plan or piece of information the club leadership give is usually vague or suspicious and over time are generally proven to be false over time, often when the leadership contradict themselves.

The fans forums and advisory board minutes are a waste of time and every time information from these formats come out they generally show a lack of information, raise more questions about the integrity of the leadership and make me feel more like the club do not actually care about the fans.

The leaderships and at times the managers interactions with and about fans is negative and create a feeling of hostility and utter contempt for the fan base.

The club do not look to engage with the fans or promote the club and there have been a number of missed opportunities over the season to put on promotions which have been missed and when they do this their timing is always very last minute and gives the feeling that the fans and engagement with the fans is a last resort.

The ownership, the concerns over the direction of the club based on information available (which the club do not help themselves with) and general state of engagement make me feel like the club could not care less and this has made it so I am in two minds about getting a season ticket next year. But I will as unlike the ownership I care about this club and want to back it.

I am not happy with the current set up of the back room coaching team. They have been there too long and we get the same indifferent performances from players over the last 5 years.

So any new Manager has to accept what is there and not bring in new blood.

Sure this doesn't happen at other Clubs?

Both Gunning and Mildenhall have cushy jobs and need a kick up the backside.

Defending this season has been diabolical and costly with losing League points.

I watched training this year at the open day and was not too impressed.

I have written several messages to CEO and am still waiting for his response!!

I have been very happy with the Chair and Board and was irritated by the Yellow Hat Lot. I was disappointed the very poor team management by IH from January and believe we bought too many players in January. I am fed up with hoof ball. I love the Club and have had a season ticket for 30 years (prior to that I was a shift worker living in Buckinghamshire) and nothing but health will stop me renewing each future season.

Keep the Manager and Harry Smith

Intend to rejoin the Trust as I have very serious concerns re. the running of MY club. I feel disconnected and not valued. The football is dire but I can live with that however frustrating it is. I am finding it hard to live with the sense of impending doom thanks to the idiots in charge.

I don't think that it is appreciated that the majority of supporters don't live in Swindon, which was correct the last time it was published. There have been offers etc that only the residents have known about. It is very much a Wiltshire supported club.

Seems like the hierarchy has no respect for the supporters.

On last game of season a girl went to sit on seat in front of me and found it was covered in dried on mess. Obviously not been checked. Arkels stand row o seat 121?. Also new people trying to find there seat and most of stewards have no idea where to direct them. In my opinion stewards should have a mental picture of the surroundings

FFS, COYR!

I'm so sad and sorry how this season has finished another season in division four to look forward perhaps a good cup run for a change might alleviate the disappointment

Would like to see the Trust pushing for a new owner asap. The current owner and his band of associates can not be trusted. We need to be more vocal in trying to get someone to take over and give us our club back. There appears to be plenty of interest in other clubs so why not Swindon. The potential here is huge. If only I could win the Euro Millions.

Need a strategic plan for the club

Good luck next year

I see improving the ground as key to future success.

Please keep Ian Holloway as manager, he needs more time 😊

I'd like to thank the Trust and the OSC for all they do for the fans and club. STID.

Fed up of dodgy ownership, poor team performances costing us promotion, poor refereeing

Availability of more Disabled parking for fans, as I don't attend matches on wet or very cold days, as I live at the bottom of Kings hill and it takes me 45/60 minutes on my mobility scooter home to County Ground.

Even tho the end of season was disappointing, we should be pleased and remember how just over a year ago we were in danger of falling out of the league, hopefully we should be able to take another step forward next season.

I feel the club is in trouble financially and there we have the finances to compete at the top end of league 2 remains ti be seen

Why isn't the selected team shown on the Stratton Bank screen which only seems to be used to celebrate birthdays etc. Particularly important as the PA is completely inaudible to supporters in tha DR stand.

I remain confused and concerned about the ownership structure and debts of the club and the cost structure of the operation, where is the money going?

Season ticket to high for league, 2 agene. I'm disabled wheelchair so I'm only on benefit.

The collapse half season was catastrophic and the ownership unlikeable. It's hard to know where we go from here without the core issues resolved

Stfc itself should be respected by everyone at the club as an employee or fan or Supplier's, to create an Atmosphere to get behind the manager and first team.

Please please please provide antibacterial gel in the ladies toilets! Washing hands in cold water is not great and definitely not hygienic.

Also please sort the PA in the Don Rogers stand. All season I haven't been able to hear anything.

I would also like to know what the role of the fan engagement officer is? She was introduced a while back but haven't heard from her since!

I feel that there is so much more to do around marketing of the club.

Hoorah for the kitmen who have solely kept me engaged as a fan. Keep up the great work and keep those blogs going!

I have seen the best of this club

I feel the younger generation will not witness such pleasures

I don't see where we are is going under Clem.

A genuine disappointment with the way the season ended. It won't stop me supporting, but clear signs are needed that progress will be made as the club appears to be stagnating.

Access to parking at the ground. It can take over 15 minutes to get in off the County Road to the entrance to the car park and even longer to leave after the match

Clem out or start recruiting the right players

Disgraceful that the facilities are poor and uncoordinated. Was four matches before the PA was fixed. Food sources withkut water or resources. Stadium opens too late Lounge opens way too late. Screens in lounge too low for everyone to see and rarely all working, needs more seating .. and room.formit.

Trying to ring the ticket shop is awful. On hold for ages. I have been unanswered for almost an hour many times. Sometime this takes me past 4 o'clock and they just hang up. Database and ticket management poor. Messed up.my email.



TRUST
S T F C @ **25**

Keep up the good work, keep holding the club to account. Keep the updates coming. Thank you all for what you do. See my lengthy comments on the appalling approach by the manager and his coaching staff. Totally unacceptable considering the strong, talented squad he had. I'm also expecting him to now dispense with a couple of players who the club are lucky to have, but whom he has decided in his wisdom are no longer of value. Have lost faith in his judgement and that of others.

Other fans are the only people who listen. How can we encourage positive communication with team. Need for physio.

Just hope that we keep our best players for next season and that we don't again suffer so many long term injuries to first choice players. Also, that we recruit some good new players where needed. It was a disappointing end to this season but I don't feel that radical change or knee-jerk reactions are required by the club. We could do with a sustained period of stability, on and off the field.

I have supported my club since I was 6 years old, I want them to be playing at the highest level possible, this will never happen with the current owners and please don't start me on the imbecile manager we have!!

Keep up the good work.

Inaudible tannoy in DRS....must be a health & safety issue.

The solid core of support feels undervalued and taken for granted

I have written to the club on more than one occasion about the very poor level of stewarding in the Don Rogers Stand. Quite frankly it is mostly inept and in the event of there being trouble or worse an emergency I have absolutely no faith in their ability to deal with such a situation. Furthermore I have raised the issue of people constantly vaping in the ground. Nothing gets done about it and the stewards never seem to notice. It needs stopping.

Disappointed in the first teams performance / attitude / work rate during the second half of the season.

Need some generals in defence and midfield as Taff and Clark are always injurex. Play 4-4-2 were not Barca.

The sound system within the ground especially the Don Rogers stand is appalling. For several years we have been complaining about this. If they test it with an empty stadium they you can hear it clearly, but once you have spectators in, the sound disappears. We never hear the announcements about the raffle draw, substitutions etc. We feel it is important to hear there could be an emergency announcement and we would not know about it.

We believe that during half time a list of deceased supporters was read out but nobody in our area knew it was happening, a great shame as I think this is a well received item on the final home match.

There has been no ground improvements since the Don Rogers stand was opened, very poor.

There seems to be a lack of emails advertising things like the end of year dinner and this week's where only 70 fans turned up on Wednesday!!

If we don't get them how are we supposed to know about these things ?

I love SWINDON town football club ? It's a big part of my life for family and football Friends too!! Love the players Ian Holloway and the atmosphere don't agree with bullying players or fans each other and the pulling of the shirts ? But that's me Swindons a big part of my life !! Thank you

Written statements and manager interviews might not be enough communication from the club.

Yes what is happening with the academy as there seems a bit of turmoil in that department, all the good staff are leaving.

The atmosphere in the crowd for the men's game is toxic. The foul and abusive language directed at the officials, the players and management constantly throughout the game has completely put me off attending men's games in the future. It's horrible to listen to and I don't feel comfortable or safe.



The leadership and communication of the executive side of the club falls way short of where it needs to be. (Clem's engagement with the fans and wider community when he first took over now seem a very distant memory). The issue with the team registration at Luton Town shows a lack of professionalism that should not be tolerated. Finally the continuing and well known failings with the public address system within then stadium are concerning to say the least. The problems have been well documented over several seasons, yet the power that be fail to take action to resolve the issues. Proposals for future redevelopment should not be sited as reasons for not maintaining the operational condition of the current infrastructure, especially when this could impact on public safety.

CEO Incompetent leading to admin. mistakes and poor delegation. Owner engaging in dubious business practices- E.g. appointing son as Director, issuing statement, then withdrawing said statement equals zero transparency. Meanwhile fans expected to just stump up more money for the same inferior product.

Love reading Nick Coote's program notes when posted on X, very insightful and balanced

Given our Australian ownership, why not form a formal Australian STFC fan club?

When is Clem going to be honest with us? If not then sell up to non dodgy people

There is no point in fans forums that turn into the Holloway show.

Morfuni and Hall constantly show absolute contempt for their entire customer base including the trust. I feel it is time for this to be reciprocated.

The ownership HAS to change, and perhaps it is time for the trust to express this. I do not feel there is any possibility for Morfuni to rebuild bridges, nor do I believe he wishes to.

It's time to make nuisance and make it difficult for the ownership.

The tannoy is totally unacceptable, you cannot hear any announcements re goals, crowd attendance and the annual memorial was disgracefull! Good job there isn't a fire emergency! Turnstiles are lamentable in their operation most days.

Keep doing what your doing

Can you sort out the sound system in the ground. It is impossible to hear what is said. At the last game they tried to announce the roll call of people that had passed away unfortunately we could not hear and it felt and looked disrespectful. A lot of effort goes into the announcements but the communication is lost. We can not hear and therefore its pointless.

I feel the trust need to step up further, how long can the current situation with the owner keep going? Something stronger needs to happen and led by the Trust

Until ownership is changed and off the field issues are sorted, I don't plan on coming back

Clem. It's time... and No. I do not own an orange hat. Those clowns have as much to answer for as the owner does. I've never known the club feel so divided, fractured, hopeless and rudderless. It's clear we are a dying entity.

More communication with the fans about what is happening with the club from the management - True facts please

The owner's business situation / court case in Australia is very concerning for the club's future.

I have absolutely no faith in the current ownership. They have succeeded at nothing. I distrust them. I have supported this club my whole life bit I am currently unsure if I will return whilst Clem Mortuni owns us.

I have never felt so disconnected from my club since I have started supporting them. The current ownership and chief executive have completely ruined what was a great club, even under other terrible owners we still had a good fan spirit and togetherness with our club and that has gone. The level of debt will cost us moving forward and there is no doubt unless we are extremely lucky this will come back to bite us. Shame on you Clem for letting us all down and destroying what is a fantastic club with good people. The worst part of it is I'm only a fan and am just another person who's shown so little respect by the way you talk to us. Shame on you Clem and the car crash that is arguably the worst CEO of all time!! Please pass this on to the club. Thank you as always Trust

Just stop treating fans with contempt.

A big reason we don't go to more matches is the miserable fans around almost no matter where we sit. They don't sing, they don't cheer on the team, they just sit on the hands and moan and complain and then start abusing the players.

The only match that I attended this season was the final home league fixture for Swindon Town Women, as my daughter's football team were mascots. My family had a really enjoyable time, as did all girls in the team, and next season we will be more likely to attend a women's fixture rather than the men's.

I have zero confidence in the way STFC is being run. After listening to the recent fans forum audio it is clear that we as fans are not respected or listened to. The chairman of this football club cannot be trusted and this club will not move forward until he is gone.

Turnstile queues, lack of food and drink on a matchday, a manager who does everything to ruin the bond with fans, a CEO who cares even less than said manager and an owner who promised a 5 year plan with communication and sustainability and has done the complete opposite.

Please hold all stakeholders accountable in an honest and truthful fashion.

I'm not happy with lack of communication from the Club. Also unhappy with team selection/style of play eg 'hoofball'/ subs/playing people out of position, etc. since New Year. When watching video clips to choose Goal of the Season, the deterioration was obvious. We would be lost without Drinan.

Need to open the Town End fully. As it stands its tearing families apart and definitely costing the club supporters for the future, T1 and T2 for over 18s only is a ridiculous decision, if the club are to move forward and have a home atmosphere this needs rectifying before the start of next season. If it's not we are giving up part of our home advantage.

Why aren't you doing more leading of fan action both good and bad

Need a clean break from current ownership who I don't think can take our club forwards

Frankly I am in danger of giving up on my 41 years of support of Swindon. I am fed up with the club being passed from one abhorrent owner to another. Lee Power was capable in how he ran the club, he knew the value of keeping the club alive in order to harvest and feed off it (although I hated it). Clem strikes me as an incapable disinterested man. The way that IH, AH & CM addressed the supporters in the recent forum was disgusting and clearly showed to me they treat supporters with contempt. The older I get, the less inclined I am to cut through the nonsense. I was a ST holder living near Coventry with my son and daughter. We no longer are ST holders. This season I went to the lowest number of games in my 40 years as a supporter (2 home and 2 away). My daughter hates going (the lack of hygienic sanitation being one main reason). I just don't understand why our / my support is treated with such disdain.

As a side note.... I also have a theory that new fans joining the club have a much lower aspiration than us more weathered fans. Hence why the new fans coming into the club make the attendance relatively static. I would love to see the data against age / longevity of support and also I wonder how many active fans we have at the club; that is, supporters who have been to more than 5 games per season in the last 5 years. What is the size of our fanbase and does CM & Co. really understand it?

But in summary, to say I'm disillusioned is a massive understatement and I will rarely visit SN1 whilst these incompetent people are still at the club.

I have real fear that our current owner does not have the clubs future in his heart and is using the club for nefarious means, he shows no respect to the trust, fans or the history of the club. He continues to lie to the trust and is behaviour to the fans and trust is abhorrent and I see no benefit in the trust operating as a critical friend when you are not treated as a friend only a body to ignore and lie to. I urge you to speak out against the owner, his activities and his plans and urge fans to unite to protect this great club.

Food running out, especially 12:30 ko when fans more likely to want food due to ko time. Lack of atmosphere and usual poor tannoy system

I feel the club could be in serious financial trouble and will enter into administration

Can't hear the Tanoy in D2 Don Rogers stand. The lights are not always on outside the stadium on dark evenings.

Worried about the Ownership and financial stability of our Club in the future. Now in my eighties I would desperately like to see us out of League 2 (historically the 4th division) during my lifetime!!

Attended less games this season due to early kick off times and distance travelled. This effects the value of my season ticket. Also the unreliability of GWR on the Paddington to Cheltenham line.

We absolutely need to improve the stadium. I have no confidence or understanding as to how this is to be financed....I feel it is a disgrace for a club who have aspirations of reaching the Championship that the Stratton Bank is a crumbling relic with no roof, it feels almost as bad as the Kasam.

I feel our fans are so lacking in a joined up commitment to support rather than moan and whinge but I do understand the strong suspicion in our owner. I have supported the for 62 years and have never even considered adopting the negative posts on social media

A successful club is attainable, if Brighton Brentford and Bournemouth can do it why the hell can't we?????

For the 26/27 season I have a season ticket for the Don Rogers stand for the first time, when purchasing season ticket the seat plan showed the blocks, but no seat numbers, so I have no idea what seat I have purchased - until I get my ticket. Also, I would like to see a healthy option at the eateries, maybe something like filled wraps (with and without Mayo) for those of us that can't eat pastry or high fat. Thank you.

Development and regeneration of the stadium is so important but also incorporating everyting together including the Academy and training ground for the team and community and creating a Nigel Eady legacy!

Litter is a problem all around the ground, made worse by the tags from bag security.

Having someone sit next to, or near me, eating hot, smelly food is the worst thing of the day. Hot food should not be allowed on the terraces; added to that, very few ever bother to take the packaging away and deposit it into a litter bin; this is a disgusting situation that reflects badly on the club. When food is purchased areas in which to eat should and could be a allocated, as is the case with alcohol.

Would help if the Trustboard published their own minutes to provide transparency. The Trustboard is in place to represent all supporters of the club whatever their view. The small and declining membership suggests that some of the board members themselves have no particular desire to see the membership expanded. Content to use it for a vehicle for their own agenda over recent years.

To be clear - I ticked 'I attended more games than in 2024/2025', but the majority of these are away from home - 4 home + over 10 away games.

The atmosphere at home is dreadful, the stewards at home are dreadful. The club almost seems to be actively seeking to destroy any support.

Stewards are heavy handed all over the ground, both inside and out... yet for away fans at the CG there seem to be no repercussions for persistent standing, blocking aisles, throwing items at home fans etc.

The manager tells fans off for signing about success.

Why would we want to come to the CG in current climate.

The experience at away games is night and day better than at the CG. From stewards, to food offerings, and in some cases value for money.

FYI - I will not be voting through any proposed redevelopment of the CG, until 1) either this ownership move on, or they show that they care about the fans, are willing to engage with the fans and take their feedback on board. and

2) Any development starts with either the Town end or Stratton Bank. (There is no reason why a TE development cant increase revenue through outside matchday income in a similar way to a DRS redevelopment).

Think that the trust does a great job and it is appreciated.

More understanding of what the value of joining would be to non-members would be useful

I feel the ownership needs to be held to account at every possible opportunity. I fear the JV puts the trust in an awkward position where this may not be as possible

As a long range traveller I am lucky I can afford to miss games. But a shift ticket would be good to help. I've never felt less disconnected from the club, and despite relative success the club is a hard thing to love right now.

Stop certain stewards bullying people and threatening them

I have been a fan for many years and whilst I have little faith in the current ownership/leadership, there is nothing that would ever stop me renewing my season ticket. I have always supported Swindon Town, not the owner, manager or players, as they come and go. I love my club and always believe that there will be better days ahead but success on the pitch does not affect my reasons for coming to matches.

Clem it's time

There were 3 main concerns: 1, the amount of injuries, especially hamstrings, 2, the inability to cope with the expected loss of Finlay Monroe, 3, the mental fortitude within the squad

Frustrating that not enough programmes are printed for home games. Surely a printer can be found that can print the required number to meet demand?

Loudspeaker system in Don Rogers Stand is invariably inaudible and spoils pre-match entertainment and team news.

STFC is being run into the ground by a combination of ownership changes and medieval first team coach. Not enough backroom staff to sustain a professional football club.

Quite disillusioned with both Clubs owners and Manager. Would love either or both to leave

Although I understand your position is challenging, I really feel the Trust needs to up the anti against the current ownership to force the owner to sell the club to someone who can serve its fanbase better and have a clear strategy to take us up the leagues.

systemic incompetence means you'll never achieve anything. Even when something is good or you find momentum, things then happen that eat away at that, undermine it & bring it down.

The continual failure turns in the usual blame for "happy clappers" or "orange hatters"...

In truth, neither at fault. Incompetence from the top of the club that bleeds into/undermines anything of success means you never unite people. Eventually everything is dragged down

Our entirely season changed on another administration error which killed momentum and spun a narrative that the world is against us. It wasn't. We screwed up and as usual the ownership of that isn't taken

Until people at the very top start to show competence or some humility rather than claiming everyone is against them nothing will change a club which has the history and fan base / resources to play league 1 minimum will wallow in its owners self pity and its CEO incompetent bluster

It is time for the trust to grow some balls and take a stand against clem Morfuni ... he is killing this football club
Managers behaviour causes concern

The team needed more experienced players in defence last season. Too many injuries to key players.

I sometimes drive but mostly bus.

It is clear now after several years that Clem Morfuni and Anthony Hall are incapable of running a professional football club. They treat fans with disdain, are embarrassingly poor at communicating. The club is haemorrhaging backroom staff and the incompetence off the pitch, directly impacted us on the pitch for the first time, for something that is a once in a lifetime occurrence that should fill Clem and Anthony with shame. What is Clem gaining by continuing here? Sell up to people that understand the football business, sell up to people that will be present every day and fight for a stronger future. Give us our club back.

Please stop killing football atmosphere in ground

Get more staff at bars and food outlets will get bigger through put

Whilst the final outcome of the season was disappointing, there were, in my opinion, more positives than negatives on the pitch over the course of the season.

I feel that personally the lack of clarity, lack of trust and perceived lack of honesty in how the board operate is the biggest problem at the club and it is impossible to believe that this does not impact on the players, the staff, the performances and the fans.

I am no expert in football but understand finance and business and cannot perceive any business, let alone a football club, will be successful in any way whilst known fraudsters, failed business owners and money launderers are involved in any capacity. As football is completely different to any other business, I also struggle to understand how a football club expects to operate successfully when there is no proven football experience at board level

Please can we have a new owner, thank you

Whilst the season ended in a disappointing manner my main concern for the club is with it's financial stability. Losses continue at an unsustainable rate and the overall state of the finances and level of debt with an owner who is less than open and honest the fans.

Glad to see the Trust more engaged with the community in the past year (Foodbank initiative) and that the Trust is holding the current management of the club to account in light of their less than transparent activities. I would like to see more engagement from the Trust on social media - it's engagement with fans has dropped off dramatically over the past few years. Whilst Trust members receive an regular newsletter , non Trust members have no clue as to what projects the Trust is partaking in.

Also pleased to see that a question regarding transport to the ground was included in the survey. Whilst transport on a Saturday is generally adequate , transport for evening games is much less so - lots of Town fans live in the Town's surrounding villages where public transport is limited (i.e. the last bus from Swindon to Chiseldon is circa 1830). Previous Trust Board members looked at arranging a minibus to Wroughton/Chiseldon for evening games but could not sufficient interest to make the project viable.

Can we please get the PA system working, get hot water in the ladies toilets, stop storing the warm up nets on the Stratton Bank seats, get turnstiles working around the ground, get rid of the Screen on Stratton bank, fix the clock, paint the stands, forget the Executive boxes idea - plan to build a proper covered stand on SB instead, open town end to all fans in all zones, smarten up the areas under the stands for fans, upgrade the catering facilities and speed of service (you will sell more especially on busy days). Basically take pride in the ground and bring it up to scratch. Pitch however is great

Lost/losing faith in just about every aspect of the club

The Owner and CEO Promised Openness and Transparency, I See no Evidence of it, I've been Supporting Swindon Town since 1970 from Birmingham because it's in my blood, sadly this is my 4th Season without a Season Ticket, so now I'm picking my Home games, I've Travelled to 20 away games this Season It's clear that the wheels fell off in January and there was no recovery plan. My biggest frustration was inconsistent team selection; players playing in the wrong position; it seems that managing the team is a platform for Ian Holloway to talk about himself. I'm sure he's a good motivator but if you fall out with him you don't play. I'm not sure of his tactical nous.



You need to start offering additional support to retirees and veterans. Costs against a pension income are making football a luxury item

I have supported STFC since 1969 - I am finished now, it is all too depressing.

Not enough information about the fanzone.

The club needs to be more professionally run

I'm renewing out of family connection and routine with relatives. The club ownership is getting away with poor recruitment, financial planning, stability and professionalism due to people in similar situations. The ground is in tatters, the security is unwelcoming and match day atmosphere is the lowest it's been due to a general disconnect with the club. You can't easily buy kit or merchandise for young relatives and events are planned last minute. The manager doesn't connect with fans and appears to hate us, but given the ownership structure, is bizarrely the safest pair of hands possible at the moment. A few players are keeping things going, such as Ripley and Smith by interacting with the youth. I want change ASAP but realise I'm funding it not happening by renewing. We need a voice to represent this portion of the fanbase

I do feel the Trust has become more anti the ownership. Rather than working together they are trying to be more confrontational. Under the current system of voting I don't ever see the Trust getting the required numbers to move redevelopment forward.

I have no confidence in the ownership of the football club. The owners have done nothing to show that they actually run the football club and safeguard the long term future of the football club. The clubs debt continues to raise which is now above the value of the club.

The County Ground has been left to crumble with no sensible development plans put forward, no plans on how the development would be funded or where the money comes from. There are questions over whether the minority shareholders have actually been bought out or whether the "owner" has tried to pull a fast one.

The facilities in the ground are getting worse and the ownership do not show they actually care about the ground. The toilets are frequently dirty, leaking and there is never any soap to wash hands and not even hot water (both male and female toilets). The PA system in the Don Rogers is not fit for purpose even if the owners say it is.

The club is being run into the ground and I worry whether the club will actually survive under the current ownership.

We need a decent tannoy system which you can hear clearly and also get the atmosphere going with decent sound quality and music, which builds the atmosphere pre match FFS sort it out.....!

The off field management is a disgrace and fans are treated with contempt. If steps aren't taken to address this then Clem needs to sell up asap. As a lifelong fan, travelling a long distance to home games, the whole state of the club is currently so depressing.

I will keep going to football no what happens on the pitch as I enjoy the social side of it more than the football. I have zero confidence that Clem and co will improve anything at the CG and it really annoys me that the over zealous stewards are all making money for our newest director while they create a really bad atmosphere, especially in the Town End. The day all these Lee Power legacy chancers are out of the club will be something to celebrate but it looks like we are stuck with them for the time being.

Have attended every home game and all bar one away game(league and comps) and all home ladies games and the away game at Moneyfields. This survey is just too simplistic to tick boxes without explanation. I am sure that many will complain, primarily with the men's team not getting promotion or play offs but that will not take into consideration the injuries and the youth of the team.

In addition simple questions re season ticket prices should be compared to other league 2 clubs of similar sizes and age of grounds.

Sometimes surveys in the very nature of the way the questions are asked are bias.



TRUST@25
S T F C

The club need to look at every aspect and area of its operation from trying to get into the car park on a match day which has taken 20+ minutes on occasions, to the PA system, to the fitness of the players, to the rantings of the manager which undoubtedly contributed to the downturn in performance in the second half of the season- why didn't someone at the club tap him on the shoulder and stop him? Having looked at itself, actually publish what was discussed and how they propose to change it. There is a huge potential to get 10k through the gate but you've got to give people a good reason to part with their money and give up their time.

Online shop is really poor

No strategic ambition that gets this club financially secure and offers a satisfactory football experience. Values and standards not clear, poor squad and discipline, zero fight and passion resulting in the inevitable disappointment season on season.

Been on the receiving end of this for 30 years.....

The Trust should continue to press for more transparency and better communications by the Club for fans. I do NOT trust the club hierarchy to tell the truth and they should be held more accountable by the TRUST.

Need a new owner now

Never felt so disconnected from STFC, horrible ownership, Chief exec and Manager. No money will leave my pocket when it's not appreciated and isn't clear where it ends up or goes toward

Trust in the senior leadership I.e. owner ceo.

I don't trust clem as far as I could throw him. I will not vote to support any redevelopment plans under his ownership as I just don't trust him to deliver.

I have no faith in the ownership of this Club and cannot see progress until Morfuni goes

Town end atmosphere is awful and has killed the atmosphere around the ground, something needs to be done. Stadium needs general maintenance aside from redevelopment.

Need a fanzone like other clubs which isn't a massively expensive thing to do. Along the lines of Shrewsbury was good but wouldn't take too much to do, create atmosphere.

More accountability to the club needed and publicly inform the fans what's going on.

More regular updates on this to the fans.

If the Trust and OSC are funding various things at the club (which they do) this should be made public so fans know its being funded by both rather than club.

Shop needs to have some stock in it to sell and not all branded so various price ranges.

More respect from management to fans, Ian Holloways rant at OSC dinner was unacceptable and an apology should have been issued to both the committee and fans.

Players were publically humiliated here too.

The same with comments made by IH at the sponsors evening that were overheard.

Players families admitted dressing room/management divided not a recipe for success.

Stewarding is very mixed, there are some very good and some awful stewards who think they are Hitler.

Season tickets expensive for league 2 when you are treated as though you don't matter.

Legends lounge bar closing at 2.30pm pre match is too early. Why change from 2.45pm drink can easily be drunk in 10 mins.

No apology was ever issued to the fans who travelled to Luton or earlier games on behalf of the club costing fans a lot of money for errors made by the club.

When the manager never acknowledges the fans what message does that give the players it just shows contempt for fans.

Director's/Chairman/CEO to do more to integrate with fans regularly. Go in legends lounge maybe so fans can approach them and not be immediately on the defensive.

There needs to be much more honesty on the clubs behalf towards the fans, fans would prefer the truth rather than lies even if they didn't like the answers. Trust need to put the views of the fans more or if they are publicly state they have done A,B,C so the fans know and regularly issue statements holding accountability.

I have no trust in the ownership. I don't believe they have the club's best interests at heart. If I didn't have to bring my son and mum, I would boycott. The other thing to mention on the survey is I have no interest in the women's team so I have no idea on their recruitment etc. Maybe an n/a option is needed on those questions. Youth team more important to me as they may eventually play for Swindon's first team. Thank you to the Trust for keeping an eye on the club. Much appreciated.

Need to consider transport from north swindon to the ground, huge numbers drive in. A bus direct would be great and easily make money, and allow younger members to get there more safely. Also there's zero prematch entertainment, with the prospect of a new commercial manager, need to be on the front foot with proposals and recommendations, such as music/food/drink options in zones for home fans.

CLEM & CO OUT

A bit more on comms and also on the further lack of consultation by the club with us who are season ticket holders, Trust members and also OSC members; with all three we are effective "golden", notably on what is the next redevelopment plans.

Choice of merchandise is poor, club missing an opportunity.

Is there scope to do ground tours to raise money and improve fan engagement?

Social media very good and love the level of communication provided. Could do with more player interviews.

I think 'the Trust' needs to be careful as it is my perception that it creates a bad smell around the club, which is completely unnecessary. I am fed up hearing about how bad the leadership and finances are when the owner has put +£10m of his own/his companies monies in to keep it afloat.

The tannoy system is bloody awful

See previous note about the ownership. I've lost all faith and enjoyment of even watching the club anymore. Even though I've enjoyed Mr Holloway, I've found too much work is put on his shoulders and I genuinely worry for this mental health. I fear he is being exploited by the ownership who are using him to be the face of the club to make supporters turn a blind eye to what's going on behind the scenes.

Respect for Fans=Respect for Club, Respect for Club=Respect for Fans.

The Hoofball style of football we now play in not worth watching !!!

There is no strategic vision for the club and I doubt the 'leadership' team could name their top three priorities. There is zero communications from the CEO and little else from the Chairman. Look at other clubs where these two positions, especially the CEO communicates with the fans. The board/leadership team make ridiculous decisions (eg Town End admittance) with little thought on how to manage situations. The fanbase are treated with disdain based upon the answers at the fans forum and responses to supporter questions in the advisory board minutes. As for the financial updates, nothing seems to add up which makes fans suspicious of the Chairman's intentions. The transparency lauded in the early stages of the Chairman's tenure is hazy at best.

Keep doing what your doing and we will get promoted

Home and away kit must ALWAYS be red! When shooting, always aim for the base line, NOT the crossbar!

Need to have a clear playing and recruitment strategy. Lack of this hindered our chances of getting out of this league

The public address system needs updating there should be no reserving of seats in the Legends Lounge. The town end and Stratton bank work should be completed before any other work such as the Don Roger's stand. We need more clarity from the owner and chief executive of the club

Some of the questions N/A would be a better option - I don't buy food, I don't attend female team matches

The T1 / T2 ticket debacle has ruined my own experience and DESTROYED the atmosphere - for no supportable reason. I wrote to the club asking for proper detail as to why they took the action and received no response or even acknowledgement - very disappointed. The stewarding is aggressive with too many rent a thugs in uniform. If the T1/T2 situation remains unchanged I will not attend next season. Best of all would be safe standing with no age restrictions. Even that may be too late as so many former T1/T2 attendees are now spread around the ground or just don't bother going anymore. The club really need to do anything they can to get exuberant, vocal teenagers attracted to the games as well as the likes of myself who have always loved being part of the atmosphere at the match.

Constant rumours about the state of finances make me not feel like buying a season ticket. Also gives no confidence club is moving in right direction. However, the owner does seem to be dipping his hand in his pocket so I think this is more about communications and also fearmongering among fans.

Toilets need looking at.

The Trust are not doing enough to support fans. There are many examples of the ownership treating fans or the Trust badly and disrespectfully (the AB, the Fans Forum, etc). Can the Trust please be more vocal against this, as well as more vocal against the ownership generally. The Trust is there to act for supporters, not to pass on bad news or act as a barrier between fans and the club. Can the Trust join forces with the Spirit of 69 and force a sale?

Cannot understand the apparent disconnect between the owner/board in the last couple of years. The owner has put in 'Loads of Money' but no longer seems to want to talk openly with the fans/press. the STFC Official website just does not provide a full picture of what the Club is doing thank heavens for the Adver!

Have supported for 70 years and will continue to do so whatever the circumstances

Yes the md is very poor never see or hear from him like a ghost. Tannoy in my area useless.vic Morgan interviews poor does not get crowd excited . Musi boring when you can hear it. General pre match is drap and flat. Go to Fulham real buzz before game .

Frustrated by the constant contempt shown by Hall & Morfuni. High season ticket prices yet another season in League 2 where the facilities are way off what we should expect. Best thing is the pitch, congrats to Grounds team Matt Povey and co.

The atmosphere in the ground is awful. Lots of negativity and dreadful swearing and abuse, much of it ignorant and ill informed. We need to build a better relationship between players and fans. The atmosphere and the (let's face it) awful football towards the end of the season stopped me going.

We need change, positive thoughts, be manager coaches with up to date ideas

Keep bringing in young players..not pass your date ie palmer

I believe the Boxes in the Don Rogers stand are so important to start. I have worked in sports around the world and one box is equal to sixty season ticket holders on match day and can help make extra finance when the games are on.

I used to use a box at MUFC for meetings and working from. Excellent idea and we need to move on with these boxes and then focus on connecting the town to both stands and building a proper end for our fans and for people to work from (STFC Staff).

The main reason I'm not renewing is I have lost complete confidence in the current manager being able to provide entertaining and successful football. In the second half of last season his strategy and tactics seemed amateurish. He adopted a "down the middle" "kick and rush" way of playing.....completely opposite to the previous season where the team played quick fast flowing football from the back, involving 3 or 4 players, and creating lots of chances up front. Look at the Bolton game as a good example of how the team could play. Mr Holloway had the best squad for years at his disposal, was well backed by his owner, and he completely screwed up a golden opportunity. The standard of football was dire. Several of the people I go with agree and are not renewing. We do not blame the players. We blame the tactics adopted - 3 or 4 changes every game..... 5 changes within every game. It also seems that the manager fell out with some of his key players which must have added to the problems. To let Will Wright - almost the complete footballer at our level leave is a complete travesty. If we mean to have a successful team how on earth can we allow that to happen? Mr Holloway did a tremendous job in 2024/25 but he's used up all his credit as far as I'm concerned. Bitterly disappointed.



Do not agree with any plans to redevelop the DRS and kick out fans who have held their seats for over 20 years with no gesture of any kind. Complete disrespect.

Please do something about the tannoy system in the Don Rogers we can not hear any messages.

I have never felt totally comfortable with Morfuni in charge of the club, I know he's invested but there always seems to be questions around his other businesses and where the money comes from! I'm very disappointed with Holloway, team selections, players playing out of position etc, etc but I'm mostly disappointed with his attitude towards fans. He never seems to appreciate the fans, he never stays on the pitch to clap the fans at the end of the game, I find that really disrespectful. It's expensive to go to games and I don't think he appreciates that, but he's quick to have a go if they dare to criticise him! I love the club and just want the best for everybody, especially the long suffering fans!

Safe standing in the Town End is a good idea. Offer kids for a quid on Stratton Bank

I know there has recently been some press about the tannoy system. I did contact the club during the season and was advised that it would be checked out, but sadly nothing has been done. We a tannoy system that doesn't work all match day communication is lost. In addition, I'd like to make comment that the control of entrance and exit of the winners lounge is ridiculous. Please try to remember that we are all customers and expect a decent service.

Let over 16s sit anywhere in the Townend.

I think the club is very poorly run, the fans are never considered, the atmosphere is terrible, fan engagement is poor and performances on the pitch have been awful, led by a poor manager who experiments too much, constantly plays people out of position and doesn't engage with the fans.

Another great opportunity missed to sell Town End season tickets at a reduced rate to make sure it's full every week and so that it can underpin the atmosphere at the ground every week. For that stand to be £20 cheaper than a side stand and view is ridiculous! Should be £150 cheaper and just let it sell out! The club complains about atmosphere and engagement and has people in charge and a CEO that never engages and incentivises fans! I could go on and on but really can't be bothered anymore, the club's a joke! Don't even get me started on the Town End restrictions!!!

I have been going to games and support the club for 50+ years. Sadly though I am going to games less and less because of the negative attitude of fellow fans who seem to believe they are entitled to watch premier standard football in an amazing ground. Its 4th division football at best and always has been. I dont go much now then because the negativity in the DR stand, even when things have gone fairly well. Its an embarresment and would like to see Trust get off it's high horse / orange hat mentality and engage more with the vast majority of fans rather than just encourage moaning and whining from so called fans who are a minority, and very likely shouty Trust members.

Everone seems happy to complain about the owner, the manager, the players, the ground, but never mentions the attitude of matchday fans and supporters from the local community. Thats where the real focus should be before anything else.

So disappointed, best chance of promotion in a long time thrown away at the death. Have not got any real confidence that the team is going to do any better next year. Some bad recruitment choices were made last year and in my opinion some of the retained players are not good enough and may not be fit enough to complete the coming season. Money needs to be invested in the playing side (again). I think that some of us could be forgiven for thinking that some of the players might not have wanted promotion as they know that they aren't good enough for League 1 and would probably not have been retained if we had been promoted at the end of this season.

Don't believe the trust offers anything except to give the bigots a mouthpiece to follow. If you don't have financial backing your irrelevant!

I would like to join Trust STFC but don't know if I would be able to engage remotely

Must recruit a defensive mid-fielder as a strong captain to drive the team on the pitch.

The most important thing is promotion, then consider ground improvements

Fed up with League 2 football.



I now live in Spain and have done for 20 years but I still follow the team avidly. I supported Swindon Town for many years from thje time I was a teenager until I retired 20 years ago, and travelled many times to away games. It seems to me that the drive has disappeared from the team.

I have massive concerns over the current ownership. Especially with the recent debentures and Clem's hearing is Australia. Also the shares situation which still hasn't been clearly explained. Add to that the amount of crucial roles they need to fill. I still have not seen anything from the club re James Watts even though Cheltenham has announced his appointment.

Alongside my ongoing concerns about the leadership of the club i won't be renewing my season ticket based on how I feel the manager has communicated this season, the way he has spoken about the fans and his lack of engagement. The fans forum was the final straw. They don't care about us so why should I? I will still attend a number of games next season but will pick and chose which ones.

I would like to be able to purchase a season ticket to park at the Ground

I would like to see more consideration given to supporters that live a good way from swindon I myself have supported the STFCever since I was a boy of 10 years old and with my dad and now go to the games with my son and grandson come on you reds

Keep up the good work and fans need to remember that unless Clem had come along when he did Swindon may not have still been a club playing football in the league!

all good, we watch evert game in australia and when we are in uk, good luck next season

Not local, but lived in Calne for over 30 years and adopted STFC then. Brought many youngsters to the CG and attend all matches with my son and grandson.

Thank you for your sterling efforts.

I am personally spending my time hoping that clem goes away ASAP and hands over the club to someone who respects the club and fans and isn't a compulsive liar who gaslights the fan base into believing he is doing us a favour loading us with debt and expecting that all back at the end but framing it as doing us a favour. I have no respect what so ever for Anthony hall or clem morfuni. I believe they are both massively in over their heads in their roles and they really do have a PR issue as they both come across as unapproachable, patronising and very unlikeable characters. I really am slowly losing connection with my club because l'm sick to death of the incompetency of the senior management off the pitch and the constant lying from clem. Seemingly we can't focus on the pitch because clem is an incompetent owner and we always seem to have off field issues. My concern lies solely at the feet of clem. He's a threat to the long term security of our club

STFC needs to clamp down on swearing and foul language. If we are a family club, this is a must

Please keep up the good work. This club has never had it easy, but sticking together as a community is so important.

Too many drunk people in the crowd

I think it is most important that we continue to try to get the County Ground atmosphere as good as possible. In the Chesterfeild final game, the atmosphere was amazing with the flags, balloons and packed out Town end. We need to continue like this to make our stadium a fortress. We can do this by making tickets cheaper to encourage more people to come, make the stadium and overall experience more positive and continued efforts such as flags!

on the whole I'm happy, happy with Ian H but not so with the higher management

I am very concerned that the club's debt to Clem Morfuni is so great that it would be impossible to sell the club.

Should put a roof on the stratton bank and make it the away end.

Still trying to resolve issues in arkels stand A6L regarding tickets

Being unfit to attend matches anymore, being a Trust member, and reading the Adver, especially fans' comments helps me feel involved.

I have no trust in Clem and believe it is in the best interest of both himself and the fans if he puts the club up for sale

Club Recruitment will be key this summer our midfield lacked a dominant ball winner

I have growing concerns for the future of our football club. The areas I am concerned about are (i) the growing debt that is owed to the owner, (ii) the lack of experience in senior positions on the business side of the football club, (iii) the lack of communication and the combative nature of the executives and manager towards the fanbase of the football club.

Clem has to go. There is no way back from his dirty dealings.

After 18 consecutive seasons as a season ticket holder, I didn't renew in season 24/25 or purchase one in 25/26. This decision was directly due to my concerns about the ownership, the way they are running the club and the continual lies and contempt the supporters are treated with.

The club will not progress under the current ownership and I believe we're at a point where Morfuni needs to be forced to sell. I will not attend again until he has gone along with any of his associates.

I feel we are a really split and divided fan base which is a shame. While the owners have made mistakes the continual vitriol towards them from some in the fanbase cannot be healthy for us as a club going forwards. Personally, I do believe they are making less mistakes, although I have no idea if I'm in a minority. I thought the blocking of the proposed redevelopment proved that no matter what the owners do some will not go along with it. The plans seemed good to me and could only have improved the CG.

Clem is a disgrace. When y'all gonna wake up. Killing the club and the fan base. Fact !!! Worst then Lee Power.

I am fed up with the constant criticism of the clubs leadership by many of those who contribute to the Advertiser website. In my opinion the constant criticism of the current owner is largely unjustified. Of course we would all love a multi rich owner who, rather foolishly in my view, would throw loads of money at the club but they are relatively few and seem to concentrate on the National League because there are less financial restrictions. I believe the present owner has the common sense to keep his outlays to keeping the club afloat. I am equally annoyed by the number of supporters who want rid of our current manager. Yes he is eccentric but he is doing a pretty good job given his budget. One area I would like to see improve is the club's relationship with the Evening Advertiser. The club should be more cooperative with their football reporter. The Adver can be a big help to the club but they are sometimes reluctant to keep him updated. I also think the club undervalues the excellent coverage by BBC radio. In particular the manager needs to be more cooperative in his post match interviews. Especially when the Town lose he can be very tetchy and gives the Interviewer a very difficult job (which he does admirably well. One final point is why do not the club loan more of their fringe players to Chippenham Town. I come from Devizes, not Chippenham, but I fail to understand why the club is reluctant to loan players to Chippenham when they are basically just down the road. I have been attending the County Ground since 1960. My main concern is with the continued viability of the club given the ever mounting debt. However it would seem that pretty much all EFL clubs are in the same boat. Oh yes. than like the Trust I believe the lack of atmosphere in the Town End is a problem for the team's success. Please keep up the pressure on the club to sort this out. In my view H&S considerations have got out of hand. Gosh I have stood at the ground in crowds in excess of 20k and nobody seem to come to harm. Cheers.

Please please Clem, sell the Club!

I feel the club's communications are the poorest they have ever bern

The Stadium is in desperate need of redevelopment

The disables section in Arkells Stand is poor! A nasty low roofed shed, and the disabled toilet is open to all users, it can be vile in there! The entrance path into the gate is so uneven it's a joke! BUT, if we win, it doesn't matter!

You know, the usual, get rid of grifter Clem and sack the clueless Holloway; nothing controversial. I love the club, but the direction it's going in is backwards; I've never found us more unlikable. It all seems to be a cash-grab; Holloway gets headlines off the pitch, so it doesn't matter how s**t we play on it. We're wasting our youth, not appreciating our good players, and keeping that dirty bastard Clarke on as captain. Ollie Clarke should have been fired, and there's no way around that. I have no faith in this club anymore, and that pains me beyond words to say.

I would like to see another bar in the Don Roger's, I don't drink lager and the only option is Digbys and the queues can be stupid long.

I find it very hard to spend money at the Club. Poor food outlets, lack of stock; even the hospitality offerings are poor versus the Fitton days. The so say debt and overspend doesn't reflect the lack of obvious investment in making the Club sustainable

We always buy our refreshments on entering stadium, ben caught out too often at half time queued up only to be told sold out. Also god forbid there's a fire you would not be able to understand emergency call as PA system is that bad, it also affects pre-match and half time entertainment. Lastly what's happened about vote in April for ground re-development.

I appreciate finance is an issue for all 72 FL clubs, but I think when we have attracted more investment, there needs to be a full review of the stadium, even moving elsewhere, and of the training facilities.

Thank you for arranging this survey, much appreciated.

Need for better leadership, encouragement and initiatives from STFC for fan involvement. Still worries over financial viability of the owner, and hence financial stability of the club. Clarification on the proposals for youth development. Improve the PA system at the ground.

I sit in front row of Arkells stand and at start of second half what seems like forever are people walking past obstructing view as they only allowed of legends from town end exit door. I know people got to be counted in for H&S but when half time is finished let people out the way they went in as well. Minor problem but a tad annoying. Thank you.

Standard of refereeing is so poor that it makes it difficult to enjoy matches nowadays. Biggest impact on attending far fewer games per season

Can they fix the tannoy in the DR stand

I have no confidence in the current ownership of the club and i've never been less interested in STFC

I'll give the manager till Christmas and if he don't have a team I'll throw a can of beans at him

Clem needs to sell the club . I hate to think of the mess the club will be in when he does go.

The club is no better off than when Clem first took over. No improvements to the ground or training facilities. His first season in charge was the most succesful thanks to the DoF who left for 'personal' reasons after that season. Since then its been terrible and the football has got worse and worse to watch. Holloway is a relic of a time gone and has treated the fans terribly. Nothing about this club is moving forward.

Keep up the great work the trust does for our club. Keeping it connected to the community and the fans that are proud to be part of Swindon town !!

Morfuni out.

Please include more options and questions related to exiled fans, there are lots of us!

I don't have a buzz going to watch Swindon anymore. The last few seasons when I've been driving up it's almost felt like a chore. It's upsetting and feels like people higher up don't have the fans best interests at heart which hurts. On the pitch has been dreadful. I was happy in a way that we didn't make the playoffs so at least I didn't have to watch 2 more games of dross. I never thought I'd ever feel like that but here we are. But I will continue going up and supporting Swindon whenever I can no matter what happens. I love my club and I'm proud to be a Swindon town fan. COYR

Please build a club-house in one of the corners of the stand if you can, it will make a huge difference to matchday experience and revenues!

Sort the town end out. No need to keep u18s out if t1 and t2, we are cutting our nose off to spite our face and losing future generations of supporters at the same time, pathetic

Wish the redevelopment of the ground would commence

Fans need to trust the process and support the team. Yes it was disappointing to not make the play offs but next season everyone starts again from 0 (unless they've been deducted of course) and we go again.

Get the new home shirt show what it is like by June 1 st



I would like to see all ages in the town end to create a good atmosphere I feel stopping the younger ones is wrong showed that when they opened Stratton bank up we need flags and scarves like Liverpool. Also open Stratton bank up to the schools get the younger generation hooked for the future and still make money instead of it being empty Get Clem out, publicise his corruption and get a party in who want the take the club forward with realistic and obchievable aspirations coyr

Please can you repair the tannoy in Don Rogers stand at present we wouldn't be able to hear an emergency announcement. Ensure the lights outside the stand are on when it gets dark. Please sort out the large puddles. A bit of paint on the walls in the toilets and hot water would be nice. Thanks

Very concerned with the direction of the club under current stewardship. Financial stability of the club is equally very concerning

Untill this club has the right ownership & Foundations In place this club will not prosper.

A collective of the massively disappointing end of the season on the pitch and all the off field antics have left me feeling hugely disappointed and disconnected from the club I love dearly. I am simply fed up with the constant disrespect and disregard that the people in power at the club show to the fans and this includes from and to the manager and owner.

The death of the town end has been solely caused by the club with bizarre rules and utter neglect, what for me as someone who's spent all their time supporting the team from T1 hugely hurts.

The owner spouts big plans for redevelopment when even the general upkeep and repairs of the ground seem to be nonexistent and an inconvenience. How can we have faith in them to deliver such promises with this evidence and proven lies reoccurring.

We constantly hear cash flow is a big issue at the club but how can we give what's needed when food vendors are running out of food to sell, the club shop never looks open and stock is found to be sparse with the few items on sale look of that what Del Boy would fling in his suitcase.

This summer the owner and his cronies have got to show that they care about the success of the club, the fans, the ground and the general basics of running a football club.

The fan base has been neglected and it's hurting.

I am fed up, totally and utterly fed up, with the way my Football Club is being run. The arrogance and contempt from those that run the Club, including by the Men's First Team Manager, towards our loyal and dedicated fans is astounding.

Everything is done on the cheap and it appears from the outside that we are being run like an amateur Football operation, with Trust STFC and the OSC left to paper over the cracks and constantly having to cover the Clubs shortcomings.

As a fully paid up Trust Member I will never, repeat never, vote through anything these chancers say they will develop with regards to the ground as they will only make a mess of it.

To think I grew up in an era where Bournemouth, Brighton, Brentford even Oxford were by far in our shadows, now I can only dream that one day we could be on a par with them again. Sadly I fear that day will never come.

Mr Morfuni and Mr Hall, and whoever their various associates and hangers on are, are not fit and proper to run MY football club and the sooner they are out the Building, the better.

That day can't come soon enough as it is so depressing being a Swindon Town fan at the present moment in time.

I'm disgusted at how senior management of the men's first team and the ownership of the club treat fans like absolute s**t. Just see the recent fans forum...



I feel increasingly disconnected from the club under the ownership of Clem Morfuni, and am genuinely worried about the future of the club that means so much to me and my family.

In my years of following the club, I have never known a football club to treat its supporters with such contempt. From comments from the first team manager, to the actions of those above him, it appears the club genuinely does not care about their own supporters. This could not be summed up better than the omnishambles of a roll of honour, which could not be heard in the Don Rogers stand. It was disgusting, disrespectful and frankly embarrassing from a so-called 'professional' football club.

I do not trust Clem Morfuni, I do not trust Anthony Hall, I do not trust any of their associates, and I certainly do not trust them with the future of my football club and indeed with our ground. As a result, I will not vote 'yes' on any of their redevelopment plans. If they cannot fix a tannoy which has been broken for the majority of a season, or fix the leaking toilets in the Town End, then how can I trust them to adequately redevelop an entire stadium?