

NHC Kit project

SURVEY RESULTS

May 2017



KEY STATISTICS

SENIOR

- 66 responders
 - Although 7 didn't answer questions past Q3
- 59% would buy new kit (+26% were unsure if they would)
- Quality & cost are the most important considerations
- Majority expect to pay £100 for a kit bundle
- 86% would buy a club hoody

JUNIOR

- 36 responders
- Only 47% are happy with the current kit
- 67% would buy a new kit
- Quality & cost are the most important considerations
- Half expect to pay £50 for a kit bundle
- 50% would buy a bundle, 17% a shirt & socks with 20% wanting just a shirt



FEEDBACK – Senior section

- Kit should be smart so that we look better as a club arriving for fixtures
- “current kit feels cheap and is not very durable...”
- “the kit is poor”
- Spare shirts for new players to borrow
- Kit part of membership deal?
- Colour of kit part of merger agreement
- “Quality important professional look whole club identity”
- All teams the same – not different for 1st teams
- Shirt numbers need looking at



FEEDBACK – Junior section

- Current quality & delivery issues
- Consistent colours
- “Consistent with the rest of the club kit?”
- “Tasteful. Not covered in oversized logos/sponsorship. Suitable for training and matches”
- Easy to wash
- Socks are huge
- “My kids do multiple sports. I am unlikely to buy a kit bundle for items that will rarely be worn”
- “Access to shop needs improving massively”



CONCLUSION

SENIOR

- Budget of £100 for kit bundle
- Hoody to be planned
- Look for a good quality kit
- Following Black, white & yellow colours
- Available quicker than previous kit bundles
- Re-start shirt numbers, giving players the ability to request them

JUNIOR

- Junior kit should be looked at as part of the project
- Budget of £50 for kit bundle
- Additionally smaller kit bundle of shirt & socks
- Look for a good quality kit
- Ensure kit is similar if not the same as the senior club kit

