

Despite the recent announcement of a fifty-year lease extension at Latimer Park, respondents consistently highlighted ongoing questions regarding financial sustainability, facility modernisation, and the geographic location of the club. Responses indicate that the consortium's proposal is viewed favourably because it directly targets these specific infrastructure concerns.

Secondary themes identified in the text analysis include the desire for improved youth development pathways, more transparent communication protocols from club leadership, and the protection of the club's historical assets.

02B. THEMATIC REVIEW OF COMMUNITY IMPACT

Respondents were asked to summarise what the future of Kettering Town FC means to them in a single sentence. Analysis of these specific free-text entries identified three primary, non-financial themes regarding the club's role in the community:

1. MULTI-GENERATIONAL CONTINUITY

A significant proportion of respondents referenced family connections, specifically mentioning children or grandchildren. The data highlights a strong desire to ensure the club remains operational for future generations.

2. CIVIC IDENTITY

Responses frequently correlated the success and visibility of the football club with the broader civic identity of Kettering, viewing the institution as a necessary cultural asset for the town.

3. COMMUNITY ANCHORING

Multiple submissions categorised matchdays as essential social routines. The data suggests fans prioritise an ambitious, structured club specifically because it serves as a central hub for community interaction.

03. DIRECT FEEDBACK SAMPLING (KEY THEMES)

Core Supportive Insights:

- "A clear plan to finally get us sorted with a proper ground of our own instead of renting long-term."
- "The current model has run its course. We need real investment to push on and rebuild our league standing."
- "It is about survival now. This bid offers the kind of stability and open books we have been missing for years."
- "Investing in the ground facilities and the youth development pipeline is exactly how we grow organically."

04. DATA ANOMALIES: QUANTITATIVE SCORES VS. QUALITATIVE FEEDBACK

A cross-comparison between the numerical confidence scores (1-10) and the corresponding written comments reveals several data anomalies within the lower-scoring bracket.

Of the 26 respondents who registered a lower confidence score (1-7), text analysis shows that several did not express criticism of the consortium bid itself. Instead, their written submissions indicate the low score was utilised to express anxiety regarding the current management's willingness to sell, or to raise standard points of clarification regarding asset protection.

IDENTIFIED SCORE DISCREPANCIES

<p>Verified Entry Score: 1/10</p> <p><i>"Current ownership transitions must be clean without interference."</i></p> <p>Data note: The written feedback targets the transition process rather than the viability of the bid.</p>	<p>Verified Entry Score: 3/10</p> <p><i>"Sustainability, structure, transparency, accountability. The consortium seem extremely credible."</i></p> <p>Data note: The qualitative text is highly supportive, contradicting the numerical score provided.</p>	<p>Verified Entry Score: 7/10</p> <p><i>"Just want to make sure the stadium asset locks are guaranteed in writing."</i></p> <p>Data note: Represents a request for procedural clarification rather than explicit opposition to the bid.</p>
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Adjusting the data for these textual discrepancies moderately decreases the true volume of opposition. However, the data does contain verified entries of clear opposition, citing scepticism of the bid's legitimacy or a preference to avoid external investment. To ensure analytical integrity, these critical views remain fully integrated into the data visualisations and analytical aggregates.

05. ASSOCIATION TAKEAWAY: COMMUNICATION AND OPERATIONAL STABILITY

Note: Sections 05 and 06 represent subjective observations and subsequent recommendations formulated by the Supporters' Association committee, guided by the broader themes of the survey data and recent operational events.

The survey data highlights a strong fan desire for transparency. In practical terms, this correlates with current events surrounding the club's communication strategy. The pre-recorded Q&A video, promised by the club following the initial takeover meeting, remains unpublished as of this report's release.

This communication gap regarding the takeover, combined with standard updates focussing only on secondary issues, appears to be generating speculative friction across external channels and social media platforms.

Furthermore, information regarding player movements and reported volunteer departures is currently breaking via unofficial channels rather than club communications. As a club heavily reliant on volunteer infrastructure for matchday operations, unverified information flow presents an operational risk. Establishing clear, official communication channels is critical to maintaining volunteer and supporter confidence.

06. STRATEGIC RECOMMENDATIONS FOR PROGRESS

Based on the aggregated sentiment of the 189 responses, the Supporters' Association recommends that club leadership formally address the data presented. The survey indicates the fanbase views the consortium bid as a viable framework for long-term stadium security and professional operations.

To align with the clear preference for transparency demonstrated in the survey, we recommend the club pursues one of two defined communication strategies: open formal, public discussions with the consortium, or provide verified, detailed financial and strategic alternatives that match the ambition outlined in the current bid.

PROPOSED ACTION: OPEN FANS FORUM

To resolve current information gaps, the Supporters' Association proposes the immediate scheduling of an open public fans forum. This provides a direct platform for the board to present verifiable information and address the specific anxieties recorded in this survey data.

ASSOCIATION MEDIATION

The Supporters' Association offers to coordinate and aggregate questions from the fanbase. This ensures inquiries regarding investment, operational funding, and volunteer retention are structured efficiently for the board to address.

Data-Driven Risks of Inaction

The survey data strongly suggests that prolonged silence or a lack of detailed explanation regarding the bid's rejection correlates with a risk of decreased fan engagement. Themes in the qualitative data suggest this could impact season ticket renewals and matchday attendance. The overarching conclusion from the 189 data points is that the fanbase considers this a critical juncture for Kettering Town FC. We respectfully recommend the board engages with this data to formulate the next operational steps.