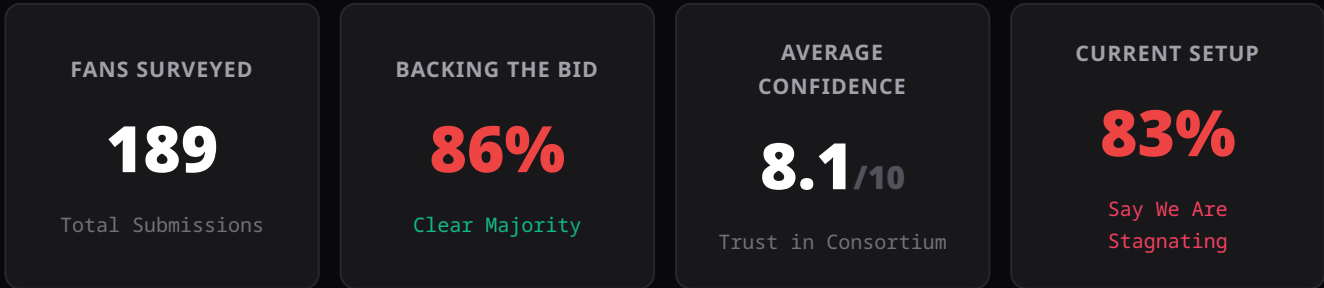
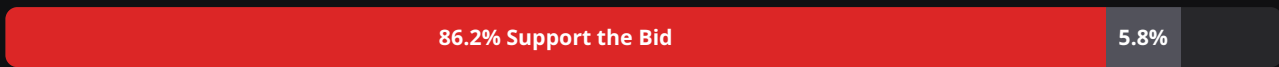


# THE BIG PICTURE

An honest look at what the fans are telling us. This is a thorough and independent analysis based on the raw data and direct comments from the terraces regarding the ownership, the stadium situation, and the proposed takeover bid.



## THE FAN CONSENSUS BAROMETER



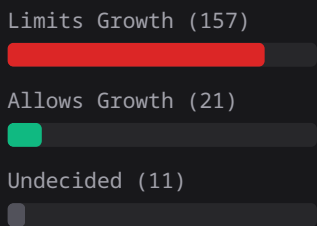
WANT TAKEOVER AGAINST TAKEOVER

UNDECIDED

This layout visualises exactly where the land lies. The fanbase is incredibly unified. There is a massive collective push to get this deal sorted and get our club moving forward properly.

## 01. THE CURRENT MODEL HAS RUN ITS COURSE

### IS THE CURRENT OWNERSHIP ALLOWING US TO GROW?



It is only fair to acknowledge the work of the current board first. They took on the club during a genuinely difficult period and successfully kept us afloat when pure survival was the only goal. The hard work they have put into the past couple of years is truly appreciated by fans, and respect is obvious from everyone connected to the club.

However, the survey results clearly show that the fanbase believes that chapter of simply surviving has reached its natural end. Out of 189 responses, 157 fans explicitly stated that our current setup is now holding the club back from growing.

*"If the debts keep mounting, the club's future is in major doubt. The current model has completely hit a brick wall. We are just treading water when we should be building."*

This is a vital takeaway. Doing nothing and keeping things as they are is no longer viewed as the safe option. The vast majority of people on the terraces now view the current status quo as a significant threat to our long term history.

## 02. PRIORITIES FOR THE FUTURE

MOST COMMON TOPICS IN FAN COMMENTS

**STADIUM**

**STABILITY** HISTORY

**FUTURE** COMMUNITY

**GROUND**

**INVESTMENT**

**TRANSPARENCY** SURVIVAL

**HOME** STRUCTURE

Supporters are deeply realistic about what it takes to run a football club properly at this level. When looking at the most common topics raised, fans are not demanding a massive and reckless wage bill to buy a league position for one season. The focus from the data is overwhelmingly on long-term sustainability and finally securing a proper ground for the town.

For too long, the club has existed in a state of nomadic uncertainty. We have been renting facilities and left unable to lay down permanent roots. Supporters want financial stability, modern facilities, and an end to the uncertainty over where we will play our home games next season. The consortium's proposal addresses these exact areas directly.

Beyond the stadium, there is a clear appetite for rebuilding the club's infrastructure from the ground up. Fans are talking about youth development, better communication from the top, and protecting our 154 years of history. The overriding sentiment is a desire to build a robust club that the next generation of Poppies fans can be proud of.

*You can use the interactive word cloud to explore common themes discussed across all fan opinions. Click on a word, and the comments displayed below will change to show those relevant to your selection.*

## 02B. WHAT THE FUTURE MEANS TO THE TERRACES

When we asked our fanbase to summarise what the future of Kettering Town FC means to them in just a single sentence, the responses completely skipped over dry business talking points. Instead, we received a deeply raw view on what this club actually represents to the community.

Our review of the short text responses highlighted three incredibly strong trends that stand completely independent of any financial data structures:

### 1. FAMILY AND LEGACY

A massive number of supporters spoke directly about their kids, their grandkids, or keeping family links going. The overriding sentiment here is making sure a long-standing chain remains unbroken so that future generations can share the exact same weekend ritual.

### 2. LOCAL PRIDE AND IDENTITY

For many, the club is the absolute heartbeat of the town. Supporters viewed the future of the club as a shield for local identity, noting that keeping the institution strong means keeping Kettering visible on the football landscape.

### 3. A WEEKEND LIFELINE

The third major trend focused on essential escapism. Fans spoke about matchdays as a vital escape from the stresses of the working week. They want a club built on proper ambition simply because it serves as their community anchor.

Isolating this specific survey question proves that this takeover is not just a standard business negotiation. To our fans, it represents an urgent duty to protect a shared community asset.

## 03. DIRECT FEEDBACK FROM THE TERRACES

This is a completely transparent look at the written responses. Below is a representative selection of submissions drawn directly from the 189 fan responses, spanning the complete spectrum of supporter viewpoints.

### REASONS TO BACK THE MOVE

*"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."*

*"We need to progress off the pitch just as much as on it. This ticks the infrastructure boxes completely."*

*"It is about survival now. This bid offers the kind of stability and open books we have been missing for years."*

### CONCERNS, CLARIFICATIONS & OPPOSITION

**Score Feedback: 3/10**

*"None..leave the club alone"*

Demands the club remains untouched by outside investment frameworks.

**Score Clarification: 1/10**

*"Current ownership transitions must be clean without interference."*

Text confirms the low score targets the old regime stalling the paperwork.

**Score Feedback: 3/10**

*"It's a publicity stunt don't give them any air time"*

Expresses total skepticism regarding the legitimacy or public intentions of the bid.

**Point of Clarification: 7/10**

*"Just want to make sure the stadium asset locks are guaranteed in writing."*

Standard protective request regarding assets, not a rejection of the takeover.

## 04 . DISCONNECTING THE SCORES FROM THE WRITTEN REALITY

To provide a genuinely independent review, we have run a cross-comparison between the numerical scores given and the actual written comments left by individual users. A distinct contradiction quickly becomes obvious.

Out of the 26 respondents who scored their confidence lower down the scale, several did not write anything critical of the new consortium at all. Instead, their text responses reveal that they used the slider question to grade their low confidence in the current management setup selling cleanly, or simply used the space to drop a basic point of clarification about legal paperwork.

### CLEAR EXAMPLES OF SURVEY DATA DISCONNECT

<p>Verified Entry <b>Score: 1/10</b></p> <p><i>"Current ownership transitions must be clean without interference."</i></p> <p>The fan is worried about the current regime stalling the deal, rather than expressing doubts about the bid itself.</p>	<p>Verified Entry <b>Score: 3/10</b></p> <p><i>"Sustainability, structure, transparency, accountability. The consortium seem extremely credible."</i></p> <p>The written comment is incredibly positive. The low score completely contradicts the text left by the fan.</p>	<p>Verified Entry <b>Score: 7/10</b></p> <p><i>"Just want to make sure the stadium asset locks are guaranteed in writing."</i></p> <p>This is not a rejection of the bid. It is a completely standard point of clarification about legal paperwork.</p>
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When you adjust for these score misreads, the level of true hesitation drops significantly. However, a small number of entries do show clear opposition, focusing on direct pushback against the change or expressing skepticism about any new setup. To maintain full independence, these views have been included and treated with equal analytical weight in the comments section above.

## 05. ESCALATING COMMUNICATION FRICTION

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An objective assessment of fan sentiment requires tracking how club statements are being handled. Following the initial meeting held by Brad last Monday where the takeover bid was outlined, the club stated they would release a pre-recorded Q&A video to answer screened questions from supporters. Despite being recorded five days ago, this footage has still not been made public.

This growing delay is causing significant speculation. While the club has posted regular updates about secondary issues, they have completely avoided addressing the takeover since their initial statement declaring the club is not for sale. Furthermore, multiple outside parties, including journalists asking for standard media updates, have reportedly been met with total silence.

### THE VOLUNTEER STABILITY THREAT

This lack of information is creating visible problems behind the scenes. Crucial news regarding key player movements and a major wave of volunteer departures has broken through external channels first, rather than coming from official club updates.

For a non-league club that relies entirely on a dedicated network of volunteers to manage matchday safety, turnstiles, and hospitality, this loss of people is a serious operational risk. The survey trends suggest this friction stems directly from the board's decision to ignore open communication lines.

Supporters are actively challenging this silence on social media, but are receiving no clear answers. This lack of transparency is driving a drop in terrace confidence that goes far beyond any single survey question.

## 06. STRATEGIC RECOMMENDATIONS FOR PROGRESS

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The data compiled across all 189 responses provides a clear view that the club leadership needs to address. This consortium bid presents an exceptionally attractive proposition. It combines immediate capital, professional football operations expertise, and a framework for long-term stadium security. It offers a genuine route to move past years of renting and financial uncertainty.

To prevent a permanent drop in confidence across the wider fanbase, the current board cannot simply remain silent. There is an immediate requirement to choose one of two distinct, data-backed paths forward. The club must either open formal discussions with the consortium immediately, or provide the fanbase with significant, verifiable reassurance regarding the club's financial future and operating strategy.

## THE FANS FORUM PROPOSAL

To resolve this standoff transparently, we highly recommend the immediate arrangement of a public fans forum. This format will allow the board to present clear information directly to the supporters and address the major anxieties highlighted in these survey results.

### SUPPORTERS' ASSOCIATION INTEGRATION

The Supporters' Association will be actively looking to coordinate and collect questions from across the entire fanbase. By acting as a central sorting house, we will ensure that every practical question regarding investment, funding, future stability, and volunteer departures is presented directly to the club board for a clear and honest response.

## THE RISKS OF INACTION

If management fails to address these findings or exits negotiations without a detailed explanation, the club faces a serious drop in confidence. The data indicates that a refusal to engage risks a steep decline in season ticket renewals, a drop in supporters association membership, and a total collapse in general fan engagement.

The data suggests that fans feel this is a major turning point for Kettering Town FC. The supporters have spoken clearly and in large numbers. The most constructive step forward is for the current board to engage openly and ensure we secure the best possible next chapter for our 154-year history.

### LET'S KEEP THE DIALOGUE OPEN

This consultation is an active project designed entirely to reflect the true sentiment across the terraces. If you have any further questions about this analysis, have fresh points to raise, or simply want to check exactly how this survey was put together, we want to hear from you.

Please feel free to reach out directly to the team at any time by dropping an email through to [hello@ktfcsa.com](mailto:hello@ktfcsa.com). Every point of view matters as we look to navigate the future of our club together.



PRODUCED INDEPENDENTLY BY THE KETTERING TOWN FC SUPPORTERS ASSOCIATION

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