



**BLACKBURN ROVERS FSA AFFILIATED
SUPPORTERS TRUST**

Supporter Sentiment Survey

October 2025



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Overview

The survey was distributed by email to the WATR Mailing List on Wednesday 22nd October and closed for entries on Sunday 26th October 2025.

The intent was to quickly capture supporter sentiment towards the club and the Rovers Trust 'WATR', so that we could use this information to inform and guide our decision making going forwards as we focus on growing our membership numbers, alongside trying to best represent the wider Blackburn Rovers fan base.

The survey focused on 9 key areas with the majority being multiple choice, in order to use this as a benchmark going forwards.

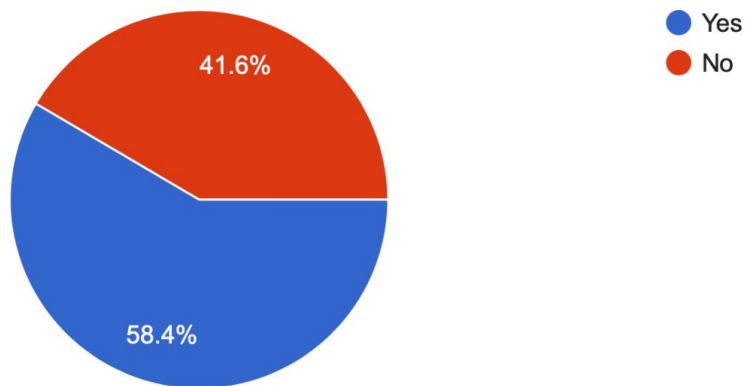
The results are presented on the following slides and where relevant, broken down to show the overall picture and the sentiment of Trust membership.

Findings

We received a total of 361 responses, of which 217 confirmed that they were current members of the Trust.*

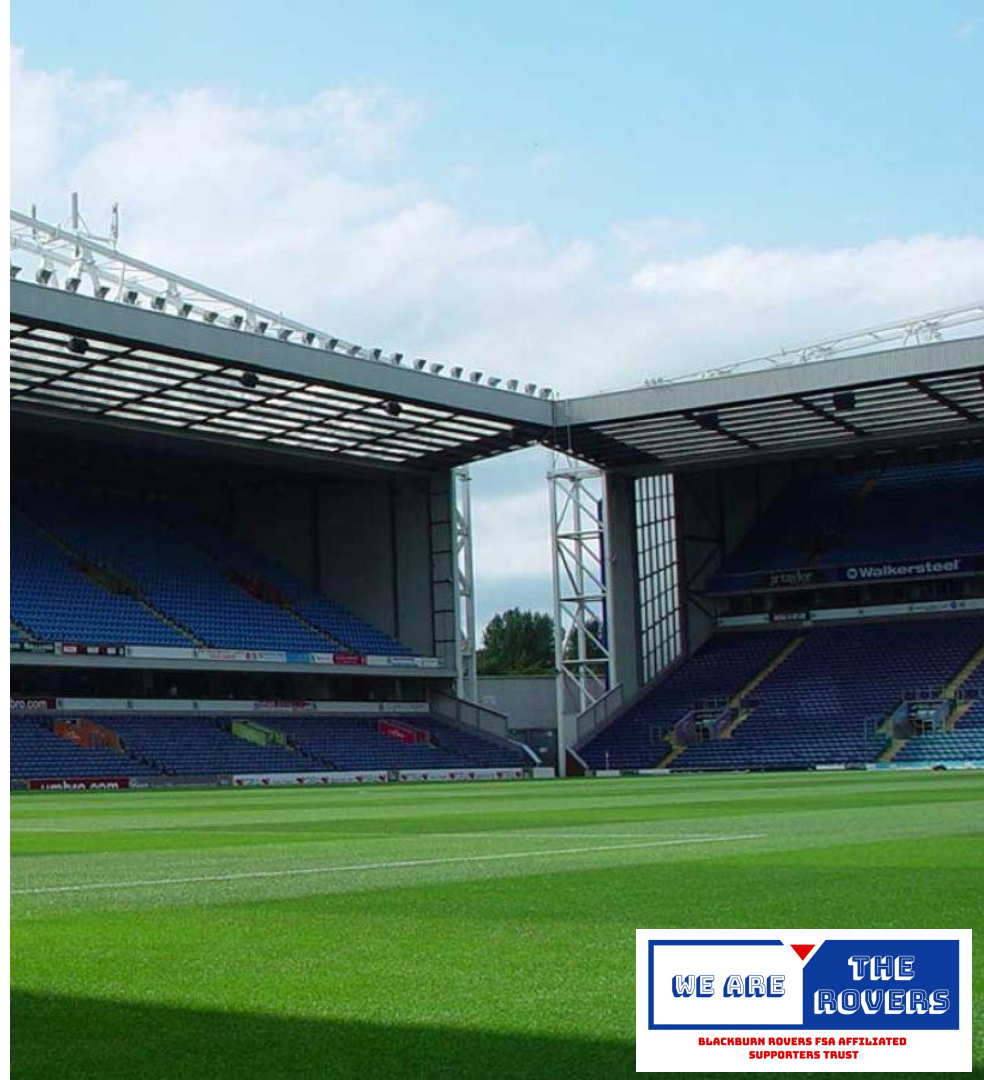
Are you currently a Trust member?

361 responses

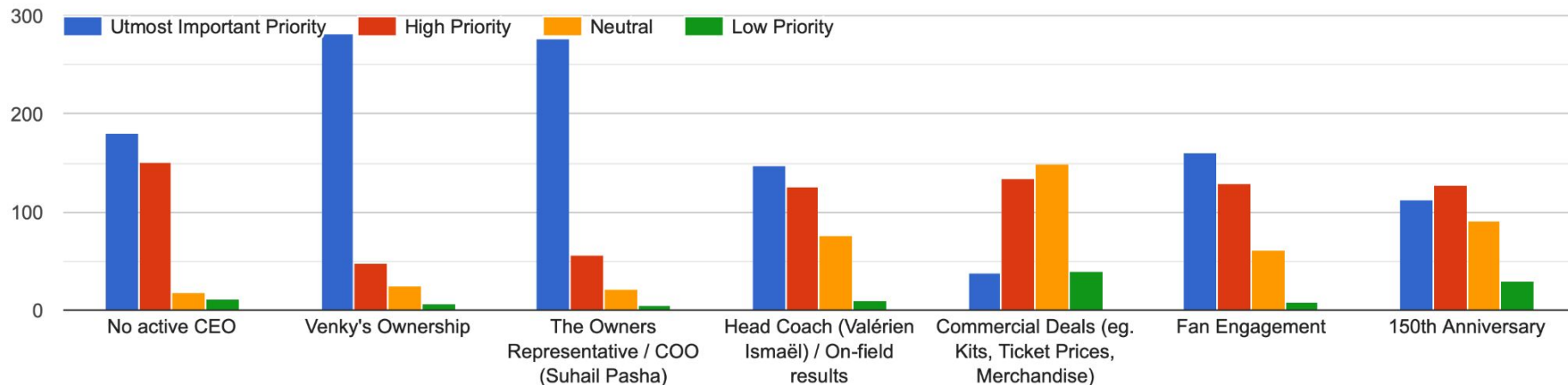


*Despite some admission of multiple submissions, there is little evidence to suggest manipulation of the results.

Sentiment towards the Club



How would you rate the priority of the below concerns?

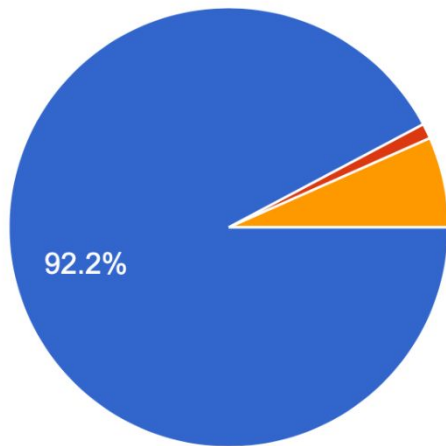


It is evident from the results that the majority of the fanbase believe the greatest concerns lie within the Senior Leadership at the club. This is split evenly across the Owners (Venky's) and their representative (Suhail Pasha), with the lack of a CEO following behind.

The commercial aspect of the club appears to be of least priority, however the results still suggest many opportunities lie within this area.

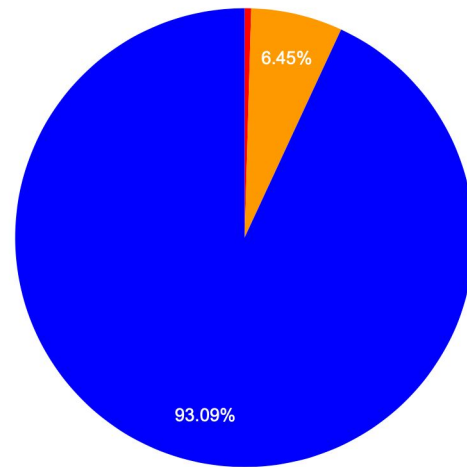
Would you like to see new Owners of the Football Club?

Overall



- Yes
- No
- Unsure

Trust Members

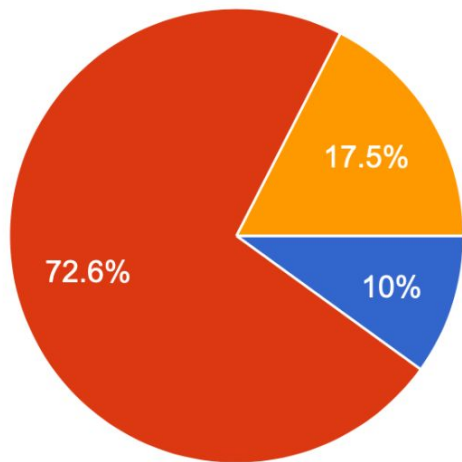


Over 90% of the fanbase surveyed would like to see a change in ownership of Blackburn Rovers Football Club, with a strong correlation between trust and non-trust members.

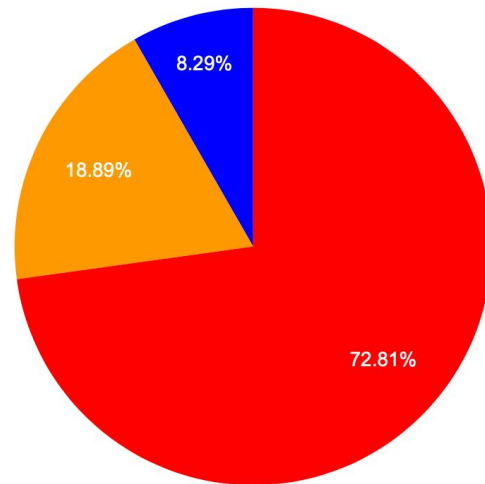
Only 1.1% (4) voted against the idea of new ownership with 6.6% (24) saying they would be unsure.

Do you believe that the people in charge at Rovers (Suhail Pasha, Rudy Gestede etc.) are committed to the clubs success?

Overall

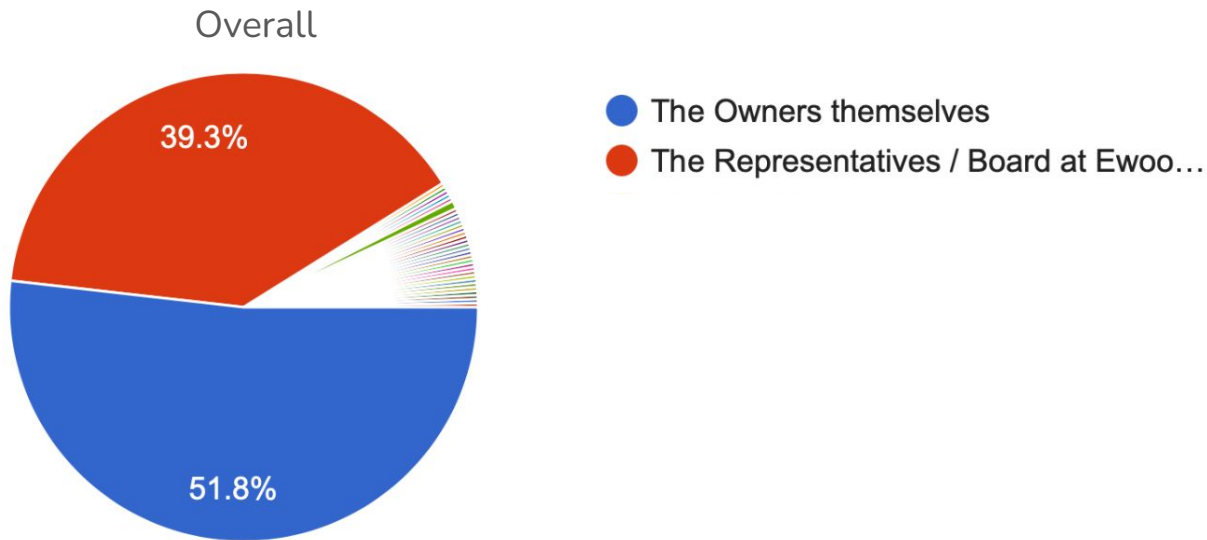


Trust Members



The majority do not believe that those in charge of the day-to-day running of the Football Club, are committed to the long-term success, with only 10% (36) of overall respondents suggesting that they do believe in the local leadership's commitment.

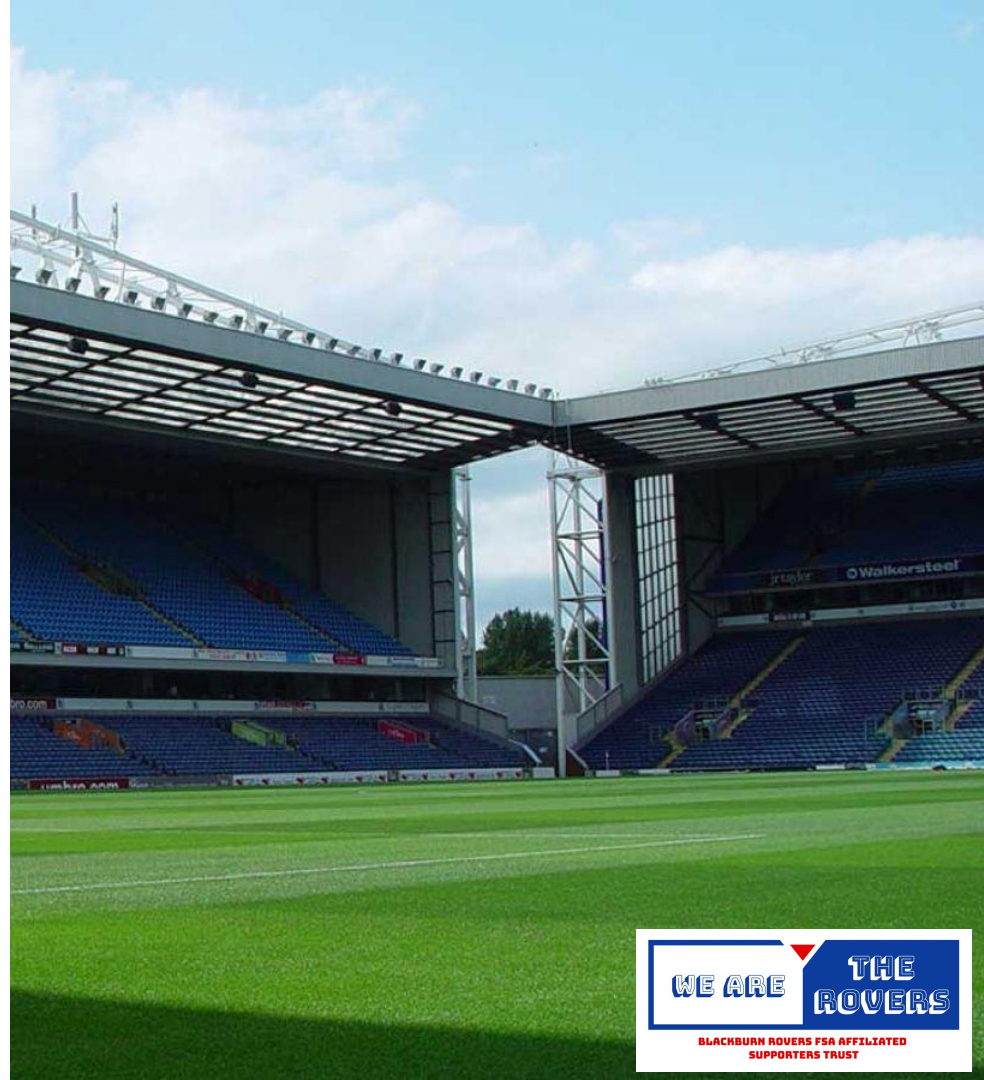
Based on your answer to the previous question; who would you say is more responsible for this?



Following the vast majority of belief being that the club would be relegated, the majority of respondents believe blame for this lies directly with the owners, with just below 40% placing responsibility with the local leadership at Ewood Park.

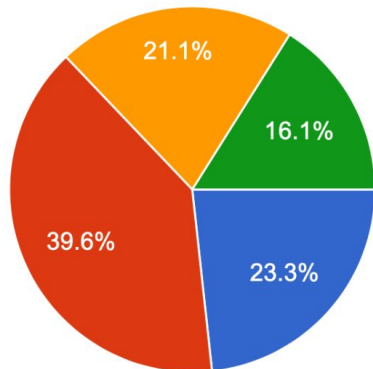
The remaining 8.9% (32) selected 'Other' with 62.5% (20) of those suggesting equal accountability and the remainder alluding to a combination of outside factors/interference and underqualified decision makers.

Sentiment towards the Rovers Trust 'We Are The Rovers'



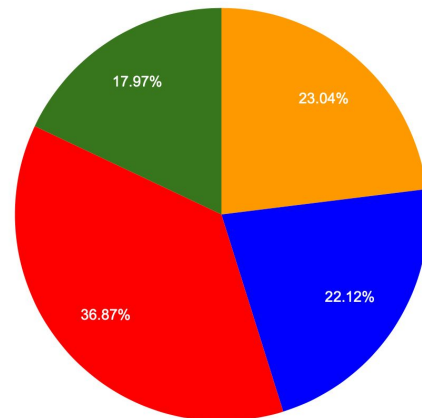
What approach would you most like to see from the Trust moving forwards?

Overall



- Events / Campaigns to raise awareness around the clubs issues
- Protests against the current board and/or ownership
- Attempts to work with the club through civil communication
- Represent the fanbase on a national scale, through the FSA

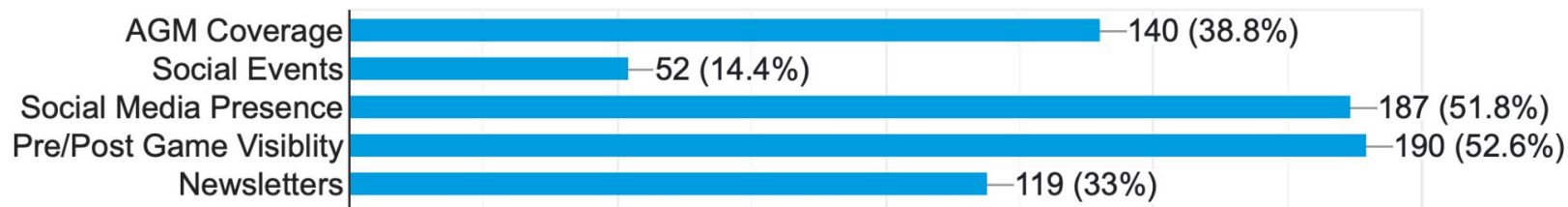
Trust Members



The sentiment across members and non-members is almost identical, with the majority supporting the Trust in backing protests against the current stewardship of the club.

It appears that there is strong support for all of the recommended actions to be taken, suggesting that our discussions are primarily pointed in the right directions and a more visible presence of our actions may be welcomed.

Which of the following would you like to see more of from the Trust?



Supporters were able to select multiple options for this question, along with being able to make their own suggestions. There were

The majority of other respondents highlighted a combination of 2, or more, of the items above - suggesting that our main focus areas are primarily around communication with the fanbase (members and non-members).

22 respondents selected 'Other' and left comments to share their thoughts.

These comments can be seen in the [Appendix](#) on slides 14-15.

If you are not a member of the Trust, what would make you consider joining?

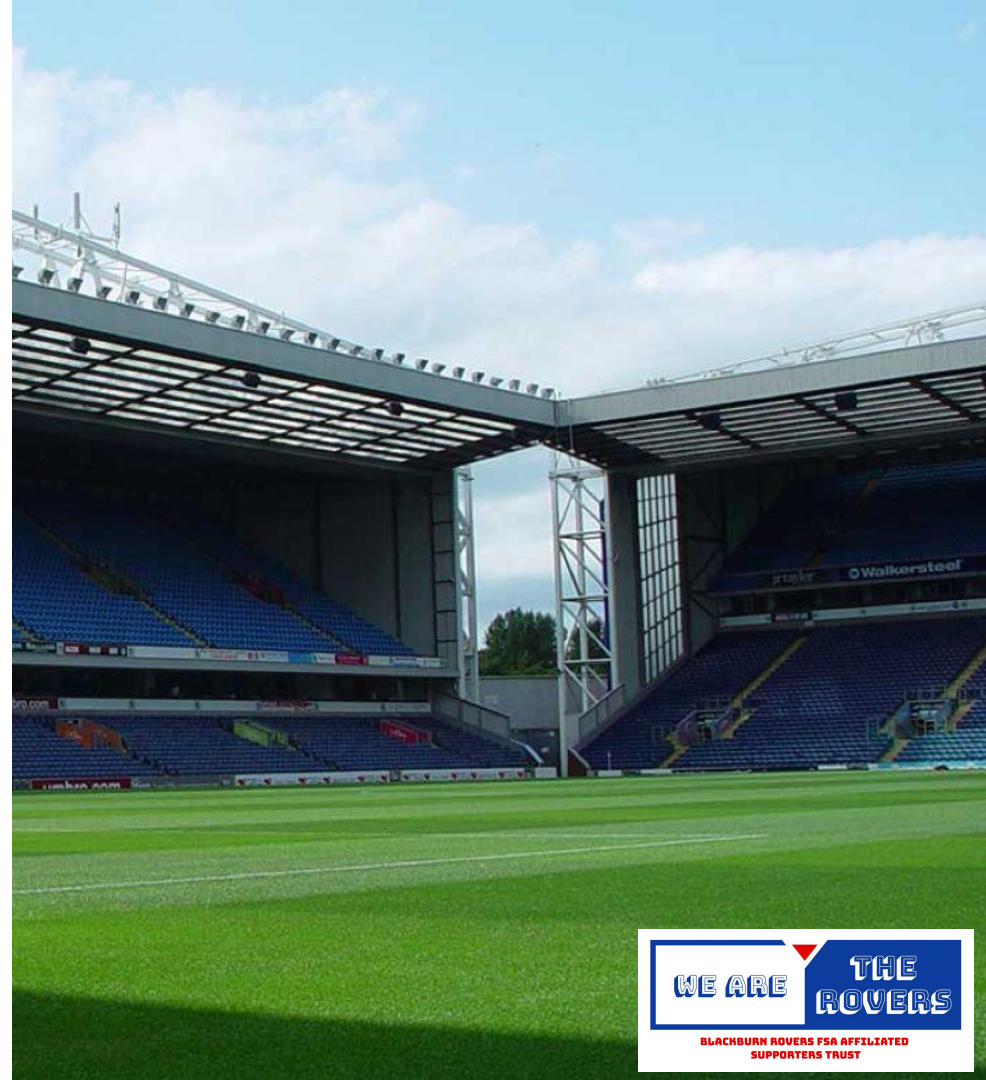
This question was the only free-text and non-mandatory question, aimed to understand in more detail what could be done to increase the numbers of WATR membership. 24.6% (89) of respondents left comments in this section.

The common themes here are focused around communication and visibility of the actions and discussions we take as a Trust/Board, with a handful of comments stating that they used to be members but left for a number of different reasons including; age, lack of engagement/understanding or disagreeing with the direction of the Trust.

Some comments do mention not being sure of how to sign-up, or renew existing membership, which could be linked to payment issues that have been discussed previously and highlight a possible need to make this easier and/or more visible through any shared media.

To view the responses, which have been filtered to remove comments such as 'not sure' and 'N/A', see Appendix on slides 16-20.

Appendix



‘Other’ responses to;

Which of the following would you like to see more of from the Trust? (page 1/2)

No idea

You are doing nothing

PROTEST PROTEST PROTEST

Public protest through the mainstream media and targeting India

Online forum with a mechanism for posing questions that can be put to the 'managers' at the Rovers

Basically to make life so uncomfortable for Venkys representatives that they want to exit the club.

It has been proven that protests don't work/there isn't the will to protest amongst the wider fanbase. Passive aggressive action has had results, however. (Calls for the board not to attend games for example). Maybe a similar action via a call to postpone 150yr celebrations until after The Club is in better hands, or a call to disassociate The Club from the embarrassment of the 'owners' by renaming to 'Venkys FC' for the remainder of the season would keep the publicity and pressure on?

Unification with other supporter groups to protest against Owners

Communication across the board

Visible and communicative Chairmen and Board Members who care about their Club not their own egos and agenda

Televised interviews on the mainstream, Sky Sports, etc

‘Other’ responses to;

Which of the following would you like to see more of from the Trust? (part 2/2)

Better leadership and action from the Trust; why have we got two Chairmen - I didn't vote for it and {redacted} is just in it for himself?

An acknowledgment that the trust is not the most important nor the only valid voice of the fanbase.

If we wanted to crowdsource something like signs or color boards for a message, I'd be interested in that. I understand the trusts funds aren't really a massive account, but with organizing and planning being such a huge time commitment,

I know I and hopefully others would pitch in a few quid for supplies/permitting etc.

Reach out worldwide to increase membership with a view to finding/funding new Lancashire based ownership/punding new ownership that has real Lancashire

A glimmer of hope that one day venkys will be gone.

Finding new owners or the right people to work alongside the owners

Pressure on press

Merchandise

Active media campaign against Venkys - stop trying to engage with them: they don't give a fig

Details of interactions with the club

Campaign to get rid of the owners and their stooges

Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 1/6)

The Trust pivoting towards campaigning for majority fan ownership of all Football League and Premier League clubs in England.

I feel closer to the Norwegian supporter club.

More understanding of how things works, don't live locally

Actually doing something!!!! As a supporters group you're totally inept.

Updates on how the trust is holding the club to account and more presence and a plan on how to move the club forward

Free membership

Be instrumental in rooting out the cancerous forces that are destroying Blackburn Rovers

A sense that by joining it would genuinely make a difference

I believe I was a member once, and I was never ever contacted about renewing etc, I contacted someone on X who never got back to me ..no communication from club nor supporters trust

Unfortunately I live in Surrey . If I still lived in Blackburn I would be a season ticket holder and would feel more involved.

Also, I am 76 years old and not able to drive up and back in a day as I did years ago, but I have supported Rovers since the 1950's....when I lived near Griffin park !

If the heat was going to be massively turned up on the Venky representatives. Just feels too comfortable for them to carry on doing what they are doing.

Every attempt to get rid of suhail, rudy & adam owen

Actions. I understand this is difficult, but until WATR shows some results and/or proof of impact, it feels like just another set of fans who are expressing the common concerns.

Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 2/6)

£1 membership fee.

The 'Pie and a Pint' argument often used against the club regarding ticket prices also works here.

Lower fee = more members and therefore a stronger mandate that comes with representing a greater section of the fanbase. 1000 @£10 or 10,000 at £1?

Worked for the York City Supporters Trust when they tried it.

Visible WATR support of a Protest & call to action

A complete change of ownership of BRFC. The Trust at present has no effect,

Sadly apathy whilst Venkys remain

Assurance that the main focus of the Trust is removing the owners and board as that is the most pressing issue at our club.

Visibility of actually doing something active

I'd like to know more

A belief that you could exert any kind of influence

Clearer visibility with the fanbase as you come across as a closed shop that pandered around for individuals within the club to get a small chew on the bone. The memorandum of understanding was a waste of time and now holds no real weight with the club at all.

The fact there are so many splinter groups speaks volumes about your group that it does not represent the real fanbase as a whole and until it becomes as it claims a community fans group and drops the daft £10 charge it won't ever be a real force as it should be our loss should not be your profits and by the way do you show your accounts from subscribers?

If so fine but overall no chance I'd join till you became more visible and have real meaningful dialogue with the club about the real issues the fanbase have.

Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 3/6)

I need to know more about your work/purpose and objectives in a clear way and that unity amongst fans/fan groups is prioritised so we are all in one direction.

The commercial ticket pricing structure from the club is horrendous. Take fans ideas forward on this to the contact opportunities you have with the club.

More active engagement against the owners

More prolonged action instead of on and off

Fallen out of love with the club a bit during the last two years. Season ticket holder previously. I'm sure my enthusiasm to attend games will return and then I'll join. I was secretary of the now defunct South Lancs Branch some years ago so I know all about commitment. I was a Season Ticket holder for 20 odd years. When I didn't renew there was no contact from the club. Felt a bit disappointed to be honest. Taken for granted perhaps.

A cheap entry point and zoom meetings online, because i live 25 miles away

More visibility and more action instead of just statements. The trust needs to galvanise the supporters into action, whether that be raising awareness, managing fanbase wide protests or ensuring the voice of fans beyond trust members are heard.

It was a simple cost reason, I could not afford, perhaps pay monthly memberships are an option

If i felt like it was achieving something constructive, I might. But that doesn't seem to be the case, quite possibly because of the broken relationship with the owners.

The Trust needs to be more visible and active.

If it looked like it would make an impact.

I would only be able to join at a distance.

I have lost a lot of interest in the club.



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Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 4/6)

Clearer communication, more action

Organised committed protest against Venkys

Don't know much about the trust or how to join..

More information and visibility

If it would help get the toxicity out of the club and get us back to some sort of normal expectation instead of selling best players and no improvement on players signed. I can see relegation coming already.

Sign me up, we need to rid the club of its current "ownership"

not sure at present but would need to be vociferous against those running the club and the owners forget the talking or co-operation and nicey nicey - proper action now required against the regime and the supposed owners - its become a war

A campaign to remove the current owners from the club

I'm 89 years old and have supported the club most of my life. Leave it to the younger fans

Guaranteed communication with the owners.

I don't feel there's enough updates at the moment, so whether or not I would renew is a different topic.

If I could physically go to matches

More awareness of the aims of the trust and information of activities/meetings



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Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 5/6)

Unsure regarding Trust governance. Clarity would be helpful.

A proactive stance on removing the owners, Gestede, Pasha and Ismail

I am Not resident in GB !

Proof that you have moved away from cosyng up to the club and will fight to get OUR club back

A more impactful critical stance on current club issues

Better fan engagement and some tangible action against the ownership.

Details of what is involved as a trust member

More information about plans to get the Venkys and Suhail and definitely Gestede out of our club

A coordinated, structured long-term campaign with other Rovers supporter groups with the objective of getting Venkys out of our club.

More visibility of the campaigns which focus on a professional way of getting new owners for Blackburn Rovers Football Club.

More details

I would look to rejoin , my membership lapsed almost 2 years ago, after I largely disagreed with the Trusts approach and didn't receive much communication. If there is a shift in approach that aligns with my feelings, I would rejoin. Although my love for the club has fallen off a cliff.

I live too far to be active

Never knew how to access it really



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Text responses to;

If you are not a member of the Trust, what would make you consider joining? (page 6/6)

I should really join but the owners and those running the club have sucked the life out of me after supprting the club for over 60 years and I no longer attend matches. The Rovers used to be high priority in my life, but other hobbies and pastimes have taken over. However, I would immediately purchase a season ticket should the Venkys pack their bags and disappear from our club after a shocking 15 years of appalling ownership. I feel sorry for those employed behind the scences who do a fantastic job under difficult circumstances and the supporters who attend matches home and away.

- - END - -



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