

# 2013 Member Survey Presentation



RESULTS, ANALYSIS & FEEDBACK  
SUMMARY

AGM  
23<sup>RD</sup> MAY 2013



# Introduction

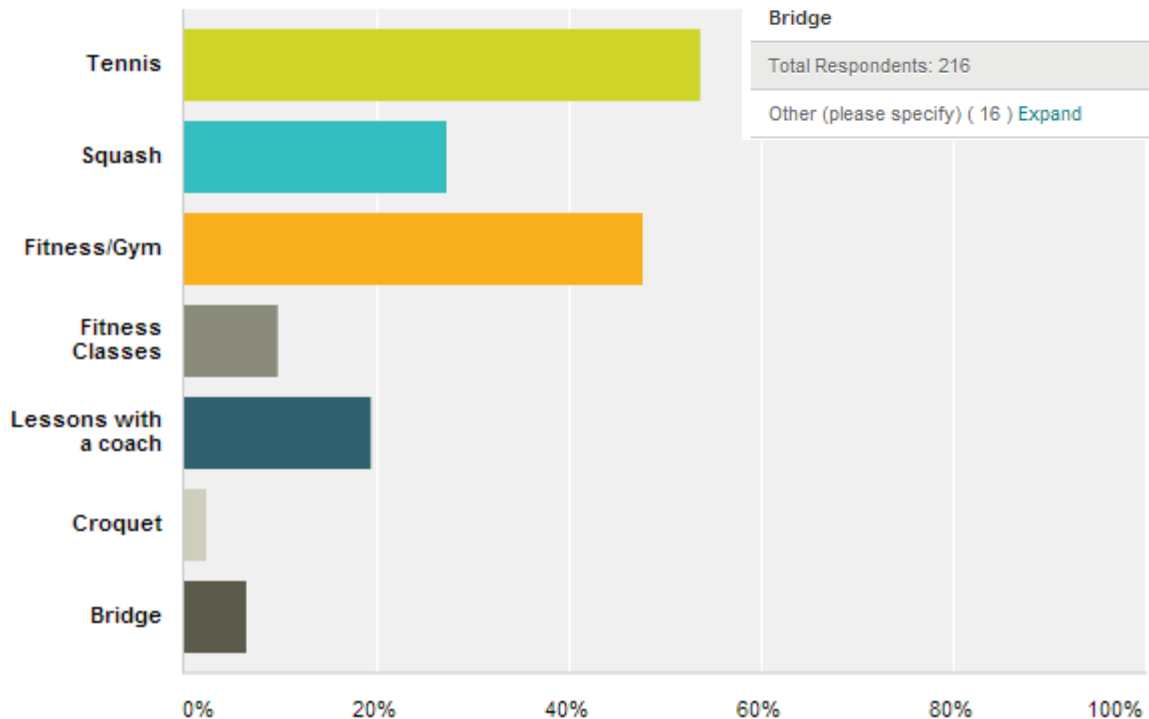


- The results are combined in this document into a:
  - Statistical analysis, and
  - Summary of the main themes from the feedback/comments offered by Members
- Response
  - 219 Responses were received either online, or in paper format and then entered onto the website by the Club's staff
  - High level of response for a customer survey, which offers a highly representative level of feedback for the MC to make informed decisions

# Response Volumes by Section



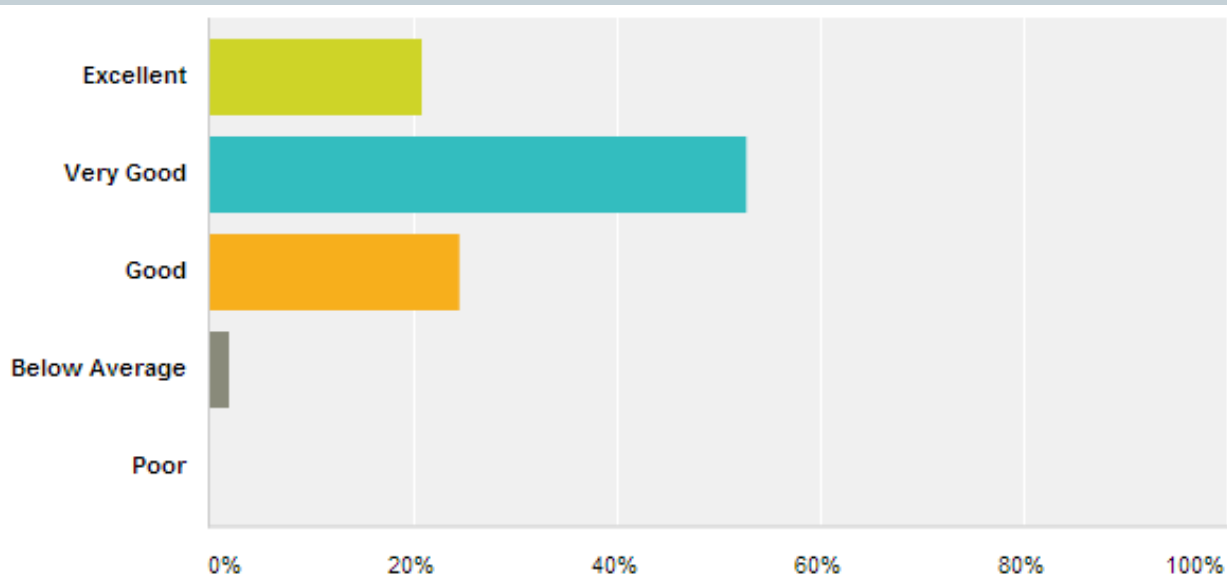
| Answer Choices                                       | Responses |     |
|--|-----------|-----|
| Tennis   | 53.70%    | 116 |
| Squash   | 27.31%    | 59  |
| Fitness/Gym  | 47.69%    | 103 |
| Fitness Classes                                      | 9.72%     | 21  |
| Lessons with a coach                                 | 19.44%    | 42  |
| Croquet  | 2.31%     | 5   |
| Bridge   | 6.48%     | 14  |
| Total Respondents: 216                               |           |     |
| Other (please specify) ( 16 ) <a href="#">Expand</a> |           |     |



# Sports & Activities – Satisfaction Score



| Answer Choices | Responses |     |
|----------------|-----------|-----|
| Excellent      | 20.83%    | 45  |
| Very Good      | 52.78%    | 114 |
| Good           | 24.54%    | 53  |
| Below Average  | 1.85%     | 4   |
| Poor           | 0%        | 0   |
| Total          |           | 216 |



# Sports & Activities - Feedback

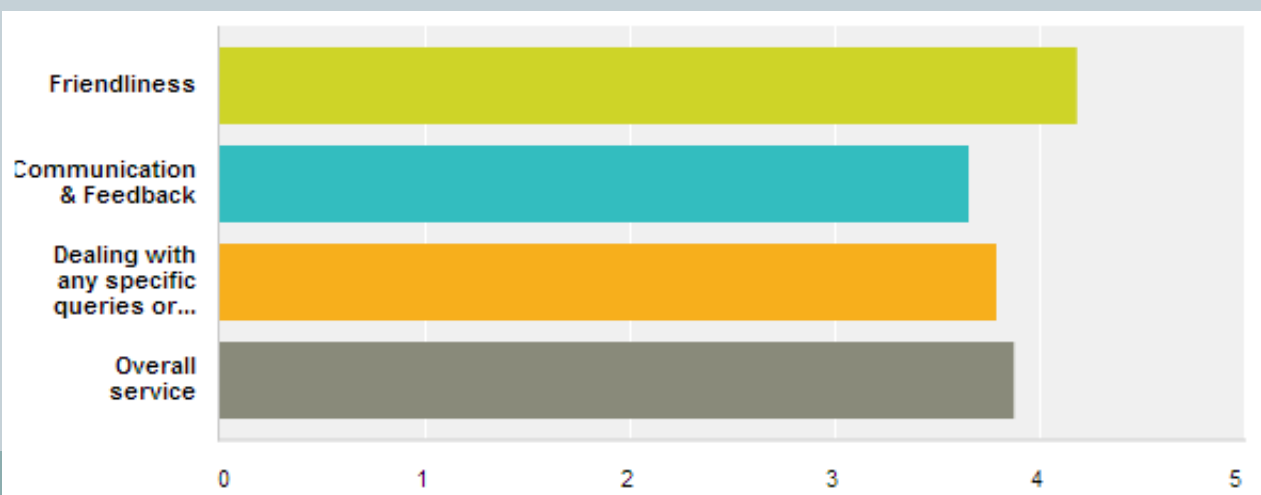


- **Tennis**
  - Generally positive feedback about the quality of the facilities
  - A number of comments about the indoor courts (condensation and slipperiness) and also about the drainage on certain courts – **22 mentions**
  - Need easier access to other members/mix-ins, using better communication methods, notice boards, etc
- **Squash**
  - Generally positive feedback on the squash courts and facilities
- **Gym**
  - Positive feedback on the friendliness of staff, with a few comments about some people being more proactive with people using equipment
  - Tired gym environment, too small gym area which needs expansion, especially free weights
  - Request for spinning bikes
- **Showers/Changing areas**
  - Lots of comments throughout the survey about very tired, dirty, cold showers and changing areas, with impacts referred to such as if people can't have a shower, they go home rather than using the bar – **22 mentions**
- **Coaching**
  - Parents want a lot more regular feedback on how their children are doing
- **Other**
  - Frequent comments about people wanting permanent table tennis and table football facilities in the Club

# Club Staff – Satisfaction Scores



|   | Excellent    | Very Good    | Good         | Below Average | Poor       | N/A         | Total | Average Rating |
|---|--------------|--------------|--------------|---------------|------------|-------------|-------|----------------|
| Friendliness                                | 41.67%<br>90 | 37.96%<br>82 | 17.59%<br>38 | 2.78%<br>6    | 0%<br>0    | 0%<br>0     | 216   | 4.19           |
| Communication & Feedback                    | 21.60%<br>46 | 34.74%<br>74 | 28.64%<br>61 | 10.33%<br>22  | 1.88%<br>4 | 2.82%<br>6  | 213   | 3.66           |
| Dealing with any specific queries or issues | 24.06%<br>51 | 37.26%<br>79 | 22.64%<br>48 | 7.55%<br>16   | 1.89%<br>4 | 6.60%<br>14 | 212   | 3.79           |
| Overall service                             | 24.30%<br>52 | 45.33%<br>97 | 24.77%<br>53 | 3.74%<br>8    | 1.40%<br>3 | 0.47%<br>1  | 214   | 3.88           |



# Club Staff - Feedback

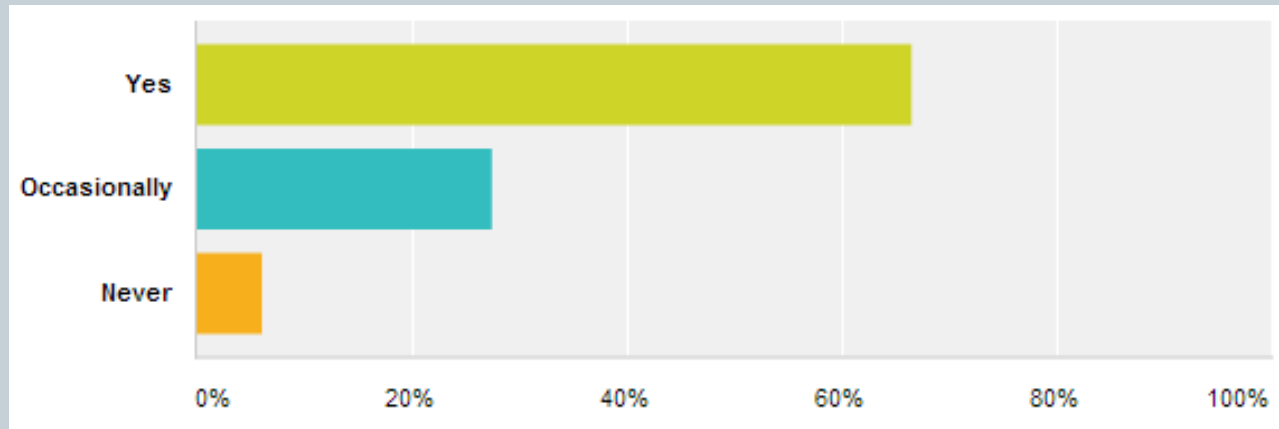


- Mixed comments on this area
- Communication
  - Mixed reaction and quality of feedback to issues raised to staff
  - A number of requests for clear name badges always being on display
- Gym
  - Variable experience in the gym with different levels of pro-activity with Members, although overall very positive
- Cafe/Bar
  - Overall mixed feedback on the levels of customer service in the Cafe/Bar, with a feeling from some members that they have to wait too long to be served

# Cafe/Bar – Usage



| Answer Choices | Responses |     |
|----------------|-----------|-----|
| Yes            | 66.51%    | 143 |
| Occasionally   | 27.44%    | 59  |
| Never          | 6.05%     | 13  |
| Total          |           | 215 |

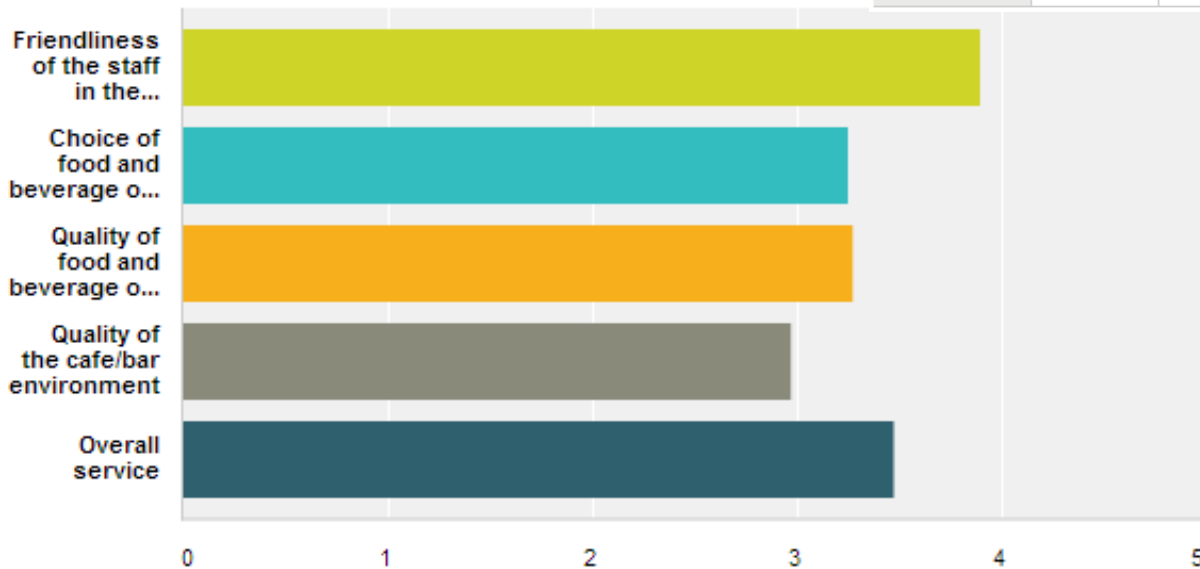




# Cafe/Bar – Satisfaction Scores



|   | Excellent    | Very Good    | Good         | Below Average | Poor        | N/A         | Total | Average Rating |
|---|--------------|--------------|--------------|---------------|-------------|-------------|-------|----------------|
| Friendliness of the staff in the Cafe/Bar | 24.53%<br>52 | 41.51%<br>88 | 24.53%<br>52 | 4.25%<br>9    | 0.47%<br>1  | 4.72%<br>10 | 212   | 3.90           |
| Choice of food and beverage on offer      | 7.55%<br>16  | 25.94%<br>55 | 45.28%<br>96 | 13.68%<br>29  | 1.89%<br>4  | 5.66%<br>12 | 212   | 3.25           |
| Quality of food and beverage on offer     | 6.13%<br>13  | 28.77%<br>61 | 45.28%<br>96 | 9.91%<br>21   | 2.83%<br>6  | 7.08%<br>15 | 212   | 3.27           |
| Quality of the cafe/bar environment       | 6.60%<br>14  | 21.23%<br>45 | 39.62%<br>84 | 20.28%<br>43  | 8.49%<br>18 | 3.77%<br>8  | 212   | 2.97           |
| Overall service                           | 9.71%<br>20  | 39.32%<br>81 | 36.89%<br>76 | 7.28%<br>15   | 2.91%<br>6  | 3.88%<br>8  | 206   | 3.47           |



# Cafe/Bar - Feedback

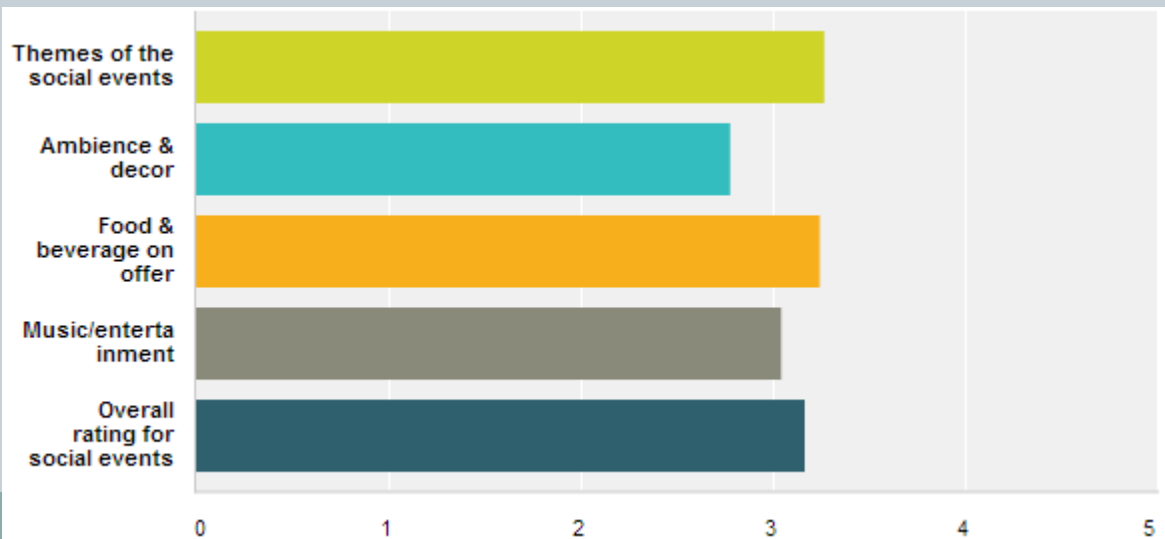


- Overall satisfaction level is good or better, but where people have made comments there is overwhelming feedback that the environment is not good enough, including -
  - Tired, drab, out of date, confused uses, etc
  - More space requested by opening up the screens, particularly on a Saturday morning when it is very busy
  - Bar makes a first impression to members and prospective members – needs updating
  - Lack of kids facilities elsewhere in the club, so too many running around the bar area
- Food/Beverage
  - Mixed, but generally negative on the day to day menu and quality of food – quality not quantity, etc
  - Many requests for healthier options
  - Carvery is well regarded, and people would like a weekly Sunday Roast menu
  - Lots of requests for more Ales and better quality
  - Pricing questioned for a members club as being too high
  - A number of comments about coffee (latte) being cold/not hot enough
- TV
  - Sky TV is missed by many, and comments that most other clubs in the area provide it – **9 Comments**
- Staff/service
  - See last section, where comments are consistent with here about variable service
  - Slow service by others
  - Tables need cleaning more frequently

# Social Events – Satisfaction Scores



|                                  | Excellent  | Very Good    | Good         | Below Average | Poor        | N/A           | Total | Average Rating |
|----------------------------------|------------|--------------|--------------|---------------|-------------|---------------|-------|----------------|
| Themes of the social events      | 4.12%<br>8 | 11.86%<br>23 | 25.26%<br>49 | 6.19%<br>12   | 0.52%<br>1  | 52.06%<br>101 | 194   | 3.27           |
| Ambience & decor                 | 2.58%<br>5 | 8.25%<br>16  | 25.77%<br>50 | 13.40%<br>26  | 6.19%<br>12 | 43.81%<br>85  | 194   | 2.78           |
| Food & beverage on offer         | 4.12%<br>8 | 14.43%<br>28 | 28.35%<br>55 | 6.19%<br>12   | 1.55%<br>3  | 45.36%<br>88  | 194   | 3.25           |
| Music/entertainment              | 1.58%<br>3 | 10%<br>19    | 26.32%<br>50 | 8.95%<br>17   | 1.05%<br>2  | 52.11%<br>99  | 190   | 3.04           |
| Overall rating for social events | 2.60%<br>5 | 11.46%<br>22 | 28.13%<br>54 | 7.29%<br>14   | 0.52%<br>1  | 50%<br>96     | 192   | 3.17           |



# Social Events - Feedback

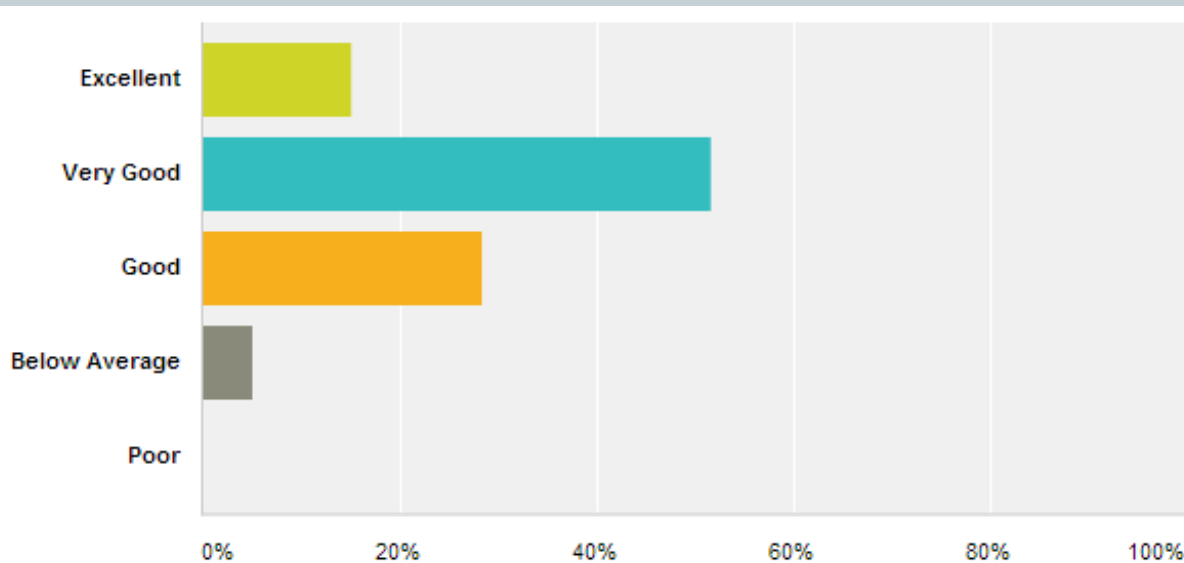


- Some people don't like events with loud music, but more discos are also a big request, including for kids
- Popular suggestions
  - Quiz nights popular, wanted more frequently
  - More events for children also
  - Burns Nights
  - More required to attract in individuals, as many people are single and at present don't want to come in on their own
  - General mingle events
- Marketing – comments re. wanting wine tastings – we do these, so does that raise questions re. marketing/awareness?
- Joint events with different sections suggested to get more people attending

# Overall Satisfaction Score



| Answer Choices | Responses |     |
|----------------|-----------|-----|
| Excellent      | 15.07%    | 33  |
| Very Good      | 51.60%    | 113 |
| Good           | 28.31%    | 62  |
| Below Average  | 5.02%     | 11  |
| Poor           | 0%        | 0   |
| Total          |           | 219 |



# General Feedback/Suggestions



- Swimming pool most common suggestion, as well as massage/spa facilities
- Circuit training sessions
- Creche
- Sport shop and/or discounts arranged with local sports firms
- More activities for kids – mini tennis, dedicated play areas, etc
- Upgrade gym equipment, especially requests for spinning bikes
- More fitness classes
- More to be done to welcome new members into the Club
- More wanted to get people to play with new people – better organisation of this
- Many feel the overall surroundings have declined and need attention and redevelopment, especially the bar
- The car park is too pitted in places
- Weekly roasts and generally better food in the bar
- More feedback and comments back from management when queries are raised by Members
- Badminton suggested as an addition to the indoor courts

# Selection of Marketing Quotes



- As a single Mum, the club is somewhere I have been able to come with my family over the years to enjoy sport and to socialise, knowing that we will have an enjoyable time in a friendly and safe environment amongst good friends.
- The facilities are excellent and I've convinced my neighbour to join as well!
- Well run, family orientated Club, with the best viewing sun terrace in the Country.
- Friendly Staff and good facilities make the club!
- A great Club, where members are put before the business.
- I've really enjoyed being a member and have made some good friendships through the Club.
- The Club was a safe and relaxed place to bring our whole family, to encourage our youngsters to play sport and learn to interact with others of all ages through their being included in junior and adult teams or where they could play safely while we parents played sport and socialised.

# Summary / Suggested Next Steps



- 95% overall satisfaction score
- A lot comments and lengthy feedback has been given, which can be taken forward by management
- Priority Projects
  - Shower refurbishment
  - Gym/Fitness Area expansion
  - Cafe/Bar refurbishment