

Tring Squash Club Membership Survey

Wednesday, April 25th, 2018

Facilities

Engagement

Communication

Access

Investment

Summary:

We asked **ALL** our members 9 things:

- Age Category
- Gender
- How long have they been a member
- How often do they visit the club
 - Socially?
 - To Play?
- How well is the club doing at communicating with its members?
- Are members happy with court availability?
- How good are our facilities?
- What do members feel about the extended activities / services offered at the club?
- Where should we focus our investment in the next 5+ years?

Responses:

- Survey Ran for approx. 1 month
- 124 Respondents* over 25% of membership

* we need to assume that these are all members

So what did they tell us:

Q1: Please tell us your age category

ANSWER CHOICES	RESPONSES	
16-24	3.23%	4
25-34	8.87%	11
35-44	19.35%	24
45-60	46.77%	58
60+	21.77%	27
TOTAL		124

30% below 44

80% below 60

So what did they tell us:

Q2: What is your gender?

ANSWER CHOICES	RESPONSES	
Female	20.16%	25
Male	79.84%	99
TOTAL		124

So what did they tell us:

Q3: How long have you been a member of Tring Squash Club

ANSWER CHOICES	RESPONSES	
Less than 1 year	8.80%	11
2-5 years	30.40%	38
6-10 years	15.20%	19
10 years+	45.60%	57
TOTAL		125

Almost half the respondents have been members for 10 years or more

So what did they tell us:

Q4: How often do you visit the club either to play or to socialise

	MOSTLY TO PLAY	MOSTLY SOCIAL	COMBINATION OF BOTH	TOTAL	WEIGHTED AVERAGE
Less than one visit per week	65.85% 27	14.63% 6	19.51% 8	41	1.54
2-3 times per week	62.69% 42	2.99% 2	34.33% 23	67	1.72
More than 3 times per week	50.00% 13	3.85% 1	46.15% 12	26	1.96

54% visit the club 2-3 times per week

33% visit once or less

20% visit more than 3 times

So what did they tell us:

Q5: How satisfied are you with the level of general communication and club updates (Emails, Notice Boards, Social Media, etc)?

ANSWER CHOICES	RESPONSES	
The club does not provide enough information or useful updates	2.40%	3
The level of information shared by the club is adequate but i don't find it useful	9.60%	12
The level of information is more than adequate and extremely useful	76.00%	95
Other Comments (please specify)	12.00%	15
TOTAL		125

“Website now looks old fashioned”

“More regular email newsletters would be helpful”.

“Team results should be displayed more prominently and consistently”

“Communication is very good considering this is a members club essentially run by volunteers. The bar is often where you find out what's happening.”

So what did they tell us:

Q6: How satisfied are you with availability of courts?

ANSWER CHOICES	RESPONSES	
Not Satisfied - I find it difficult to book the courts I want	15.38%	18
Satisfied - I can usually book the courts I want	76.07%	89
More than Satisfied - I can always book the courts I want	8.55%	10
TOTAL		117

"I'm generally happy but the demand for courts from table-tennis at between 4pm & 5pm is becoming slightly annoying"

"we need more 1hour courts"

"I would really like more sessions of 1 hour. 40 mins is too short and 1 hr 20 is too much!"

"Peak times can be challenging to find a court"

So what did they tell us:

Q7: How satisfied are you with the following facilities?

	POOR	ADEQUATE	EXCELLENT	N/A	TOTAL	WEIGHTED AVERAGE
Court quality and level of maintenance	0.00% 0	31.45% 39	64.52% 80	4.03% 5	124	1.66
Male Changing and Showering facilities	3.36% 4	47.90% 57	32.77% 39	15.97% 19	119	2.30
Female Changing and Showering facilities	10.53% 12	12.28% 14	3.51% 4	73.68% 84	114	3.53
Bar Area	1.60% 2	32.80% 41	61.60% 77	4.00% 5	125	1.75
Male Toilets	5.00% 6	41.67% 50	36.67% 44	16.67% 20	120	2.24
Female Toilets	0.00% 0	8.04% 9	20.54% 23	71.43% 80	112	1.56
Court Booking System	4.80% 6	24.80% 31	65.60% 82	4.80% 6	125	1.72

W/A:
High = -
Low = +

So what did they tell us:

Q8: How Satisfied are you with the following activities?

	NOT SATISFIED	SATISFIED	MORE THAN SATISFIED	N/A	TOTAL	WEIGHTED AVERAGE
Adult Coaching	7.32% 9	17.89% 22	11.38% 14	63.41% 78	123	2.11
Junior Coaching	7.56% 9	10.08% 12	9.24% 11	73.11% 87	119	2.06
Internal Leagues and Ladders	2.44% 3	35.77% 44	32.52% 40	29.27% 36	123	2.43
Frequency and format of club competitions	2.44% 3	44.72% 55	29.27% 36	23.58% 29	123	2.35
Club Social Events	7.32% 9	52.03% 64	13.01% 16	27.64% 34	123	2.08

W/A:
High = +
Low = -

***Switch to Survey for Comments*

Q9: The Committee are currently working on a strategic plan for the club over the next 5+ years - how we can make the club better and thinking about future growth. The Committee would really like to hear from our members and understand where you think the club should invest over the coming years

Park Invest Tring Strategy Showers Exhibition
Ladies Changing Room Court Heating Squash
Booking System Bar Potential Facilities Coaching
Glass back Court Opinion Think Membership
Tournament Demand Future Cold Additional Style Table

Structural Improvements	Number of mentions
Ladies changing room (inc cubicles/plug socket)	20
Second Glass back	17
Bar/Lounge Overhaul/extend	13
Court 5/6	11
Gym Warm up area	10
Entrance, corridor, balcony improvements	8
Men's Changing room	7
Storage	4
Cellar Overhaul	4
Kitchen Overhaul	2
Professional advice	2
Disable Facilities	1

Operational Service Improvements

Number of mentions

Communication (Accurate and current information, local profile, membership pack)	12
Hosting Squash Tournaments	6
Bi-monthly e-mail newsletter	6
Club Image (General first impressions, low key entrance and terrible footpath, improve attractiveness to a younger age group)	6
Improved website	5
Booking system (split cost between two accounts, cancel mistakes, smart phone app)	4
Drinks/Snacks on offer	4
Yoga & other activities	4
Structured coaching and fun events	3
Improve court heating	3
kid/garden playthings	3
Court video (inc . Smart TV, smart phone mount points)	3
More Exhibition Matches	2
Maintain Status quo	2
More 1 hour courts	1
Snooker Table	1
Court Cleaning	1
Equipment instructions	1
Court 4 Glass door	1
Pendley Sports Centre Matter Parking	5
